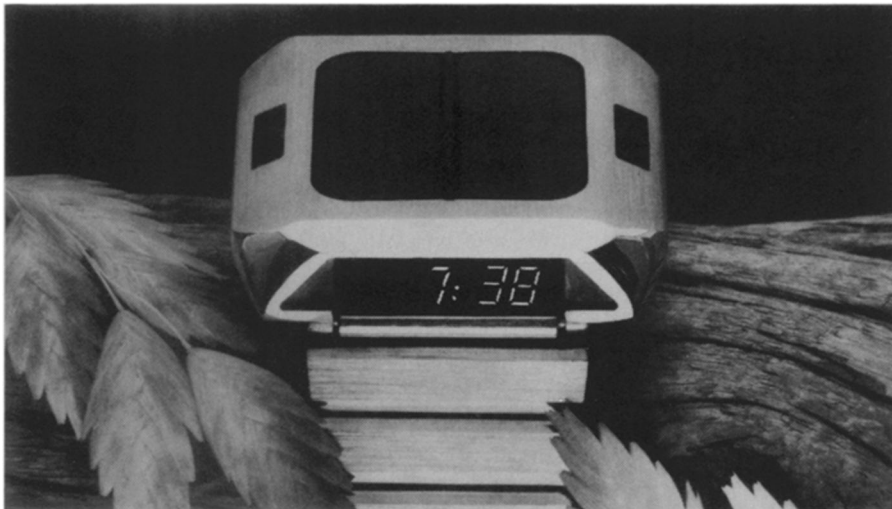


Own the World's most perfect watch...

The only "PURE-SOLAR" timepiece in existence. Guaranteed to outperform any watch sold today...or costs you nothing!



The Sunwatch... never needs batteries... accurate to within 1 second per month... virtually indestructible, beautifully styled sport/dress watch.

An engineering/design breakthrough in space-age timekeeping technology... that now makes all other watches obsolete: ■ 100% sun-powered, no batteries that need replacing. ■ Clearly visible by day or night. ■ Unique side-window view, simplifies reading. ■ Built-in computer calendar — no need to ever re-set the watch (Not even in 31-day months and leap years!) ■ Unprecedented accuracy — you program the Sunwatch's computer to stay accurate within 1-second per month!

A "State-Of-The-Art" timepiece that combines solar age energy efficiency with a unique feeling of futuristic elegance and beauty. 10 years ago the Sunwatch was an idea, years ahead of its time, on the drawing board of Roger Riehl, a noted expert in solar energy, integrated circuitry, and computer chip technology. As a result of these years of costly and extensive research, Mr. Riehl's dream of a perfect watch has been realized, and this is now available through the Starshine Group, a California-based marketing organization specializing in unique, innovative products.

The objective in producing the Sunwatch was to put an end to all the difficulties other watches create. For instance, with the Sunwatch you will never have to worry about accuracy again. For the rest of your life, you will know you are on time — almost to the second! You will also never again stop to check the time only to find that your watch batteries are dead. The Sunwatch powered by stored light energy, never needs a battery replacement.

Another important feature is that you don't have to strain your eyes to read the numbers in bright sun or dark rooms as with other digital and conventional watches. The Sunwatch has **4 built-in varying light intensities** which automatically adjust to the immediate light conditions, making it easy to read at all times, day or night. These necessities of correct timekeeping are now possible for the first time with this remarkable achievement in watch design.

Technical Data & Special Features:

■ **Tiny silicon solar power cells** are the incredible power source; they are constantly being energized from natural sunlight or even an ordinary light bulb while you are wearing your watch. The watch operates on this stored light energy and will work even after being kept in a drawer or suitcase for several days. However, should storage in darkness for a long period result in the watch losing its charge, a few hours in the sun (or overnight under a lamp) will charge it back up to normal (Note: if this happens and the watch display loses its charge due to a long period of darkness, the internal operation continues on keeping the same accurate time. Therefore upon re-charging the watch, the display readout will show the correct, up-to-date time, just as if the watch

had never lost its charge. This is because the display will automatically shut off at low charge levels, leaving enough energy to continue the internal time-keeping functions).

■ **No Resetting Needed Until 2100 A.D.!** Thanks to its own specialized **Micro-Circuit Computer**, the Sunwatch is electronically programmed to display the correct month and day with NO resetting for the next 123 years! (Of course, in 2 or 3 seconds, you can easily change the time [or any other display] at your option, should you need to change time zones, etc.)

■ **Permanently Sealed Lexan Module**, protected by U.S. and Foreign Patents until 1992, encapsulates all energy cells, solar panels, quartz crystals, Computer-On-A-Chip, Readouts, etc. This hermetically-sealed watch module is also filled with a special gelatin which absorbs tremendous shock, making the Sunwatch virtually the **Most Indestructible Watch Ever**.

■ **Completely Waterproof** (You can safely suspend it in boiling water for 30 minutes!) It's because of the permanent lexan seal mentioned above.

■ **Shock Resistant to 5000 G's** (You can literally crash it into a rug-surfaced brick wall at 90 M.P.H. without noticeable effect!)

Free Custom Engraving: At your request, each watch will be hand-engraved with your name (or any name you specify) to label and personalize it yours for a lifetime.

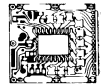


Limited Warranty is Your Protection. The Sunwatch is covered by a 2 year limited warranty issued by Riehl Time Corporation (Manufacturer of the Synchron 2100), and included with your watch. A copy of the warranty may also be obtained free of charge by writing to Starshine Group, 924 Anacapa St., Santa Barbara, Calif. 93101. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

Never Needs Batteries. Tiny silicon solar cells gather and store energy from sunlight, daylight, even an ordinary lightbulb. What a relief never to replace batteries!



■ **No Resetting — Ever.** Micro circuit computer is programmed to display the correct month and day with no resetting until 2100 A.D.



■ **Temperature and Pressure Resistant** Freeze Sunwatch in a block of ice for a year or wear in 750 feet deep without damage.)

■ **Natural Side-View Window** lets you tell the *time, day, and date* without twisting your arm into an obvious, awkward position.

■ **Continuous Seconds Display** — Useful for pulse-taking, stopwatch timing, etc.

4 Different Readout Modes: **Mode #1**... Displays the time in hours and minutes (as shown). **Mode #2**... Displays the month and day in numerical form (i.e., 3:13 for March 13). **Mode #3**... Displays the day of the week (alpha form) and the seconds counting off (i.e., TU: 48 for Tuesday, and 48 seconds after the minute display in Mode #1.) **Mode #4**... Displays the leap year status, and the programmable speed calibration setting that the watch is currently set at. (i.e., 23:45. The first digit "2" means that this current year is 2 years after the most recent leap year. The next 3 digits tell you that your Sunwatch is operating at a speed setting of 3:45. This setting can be changed by you in just seconds to anywhere between a range of 0:00 to 7:77. This allows you to adjust your watch speed to compensate for local climatic and magnetic conditions, etc. After a little experimentation you will soon find the proper setting to keep your Sunwatch accurate to within an unprecedented one second per month. (That's 5 times better than the latest Quartz Accutron!)

The exciting Sunwatch offers split-second accuracy based on solar energy and advanced design features, all packaged in a striking, contemporary styled timepiece that is virtually indestructible even under the most severe conditions. The Perfect Watch of a lifetime for Business People, Professionals, Teachers, Athletes, etc.

The Philosophy behind the Watch and this advertisement. Our objective is to acquaint you in a straight-forward manner, with the honest facts and features of a timepiece that we (and several thousand current Sunwatch owners) genuinely believe to be the most advanced, most practical watch in production today. We have attempted to tell you as much as possible about the Sunwatch because we know it sometimes can be difficult to make an intelligent purchasing decision of this importance, from just a few words and pictures.

Should you decide to try wearing and using one, we will engrave your name on it at no charge, and send it to you by United Parcel Service (or USPS if UPS doesn't service your area). You then have 2 weeks to literally "try it on for size" and see for yourself how incredible this watch actually is. If you decide you don't care to keep it for any reason, you can return it to us (within 2 weeks of receipt) for a prompt refund, or a credit to your charge card.

Credit Card Orders Call Toll Free 1-800-235-6945, ext. 1045. Calif. Residents Call 805-966-7187.

Note: Thousands of earlier models of this "pure-solar" timepiece have been sold nationwide for as high as \$500 or more. Recent cost reductions in certain components now make the watch much more affordable (see coupon below) and one of the best timekeeping investments you can make today.

Starshine Group.

924 Anacapa St. Dept. SW109, Santa Barbara, CA 93101

Please rush me _____ Sunwatch(s) in smart, slimly-styled stainless steel — For only \$129.95 each. I will wear the watch for 15 days; then if not completely satisfied may return it for a full refund of purchase price. Please add \$3.95 per watch shipping & insurance.

Please send me _____ Sunwatch(s), gold plated with matching band — only \$159.95 each. If not completely satisfied, return it for a full refund of purchase price. Please add \$3.95 per watch shipping and insurance.

Enclosed is \$ _____ Check or Money Order (Calif. residents add 6% sales tax).

American Express VISA (BankAmericard) Master Charge Diner's Club Carte Blanche

Credit Card # _____ M.C. Bank # _____

Issue Date _____ Exp. Date _____

Signature _____

Name to be engraved _____

Name _____

Address _____

City/State/Zip _____

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The Blank Page

...and the extraordinary power it holds over your business career

(A few choice words on why most business people hate to write—why writing is so difficult for them in the first place—and how a new learning breakthrough called POWER WRITING can arm you with a potent career advancement tool.)

You can carve this statement in stone: *Most business people today are terrible writers.*

From the executive suite to the supervisory level, American management is awash in a sea of written gibberish. One expert estimates that at least 65 per cent of middle and senior level managers *cannot write an effective business letter, memo or report.*

Of course, like many of your business colleagues, you probably don't think of yourself as a writer. But you *are*. Day in, day out, almost without thinking about it, you practice the descriptive and persuasive skill of an honest-to-goodness working writer.

It's sobering to consider that every time you propose an idea in writing to top management—the acceptance (or rejection) of your idea hinges on your ability to write. Consider that every time you put words on paper to be read by people inside and outside your organization—your image as an up-and-coming professional is either *enhanced or debased* by your ability to write.

But sadly, if you're like most executives, writing is pure agony. Indeed, many business people (with a perfectly satisfactory *oral* command of words) actually claim that they somehow become "another person" when they sit down to write. And, strange as it may seem, they're *absolutely right!*

The Jekyll-Hyde Syndrome In Executive Writing

Let's make *you* exhibit A. Chances are you think of yourself as a reasonably articulate, well-spoken manager. Words come easy to you when you're dealing with someone face-to-face. And yet, when the time comes to put these *same words* on paper—a transformation comes over you. Suddenly, your thoughts become bottled up—the words just will not flow—the phrases you do force out are stilted and awkward. Your writing simply *doesn't sound* like you at all. And for good reason.

You see, in a very real sense, it *isn't you* who's doing the writing. You've literally become "another person"—a victim of the "Jekyll-Hyde Syndrome" in executive writing. How does it happen?

It starts when that intimidating blank page confronts you. Your whole way of thinking begins to subtly change. Instead of focusing on your normal, intuitive thought patterns you become bogged down in a swamp of form, structure, grammar and punctuation rules. You gradually lose control of the tone and feeling you want to convey—your central message becomes obscured in a maze of ponderous, bureaucratic-sounding sen-

tences and paragraphs—your end product sounds like it was written by a robot with terminal short circuits. And you can't seem to do a thing about it!

Why Sound, Practical Help In Writing Is So Hard To Find

You know, it's almost like there's a conspiracy afoot. Ask a good writer for pointers—and chances are you'll be regaled with flowery references to "creativity" and "inspiration." *Some* help. Or sign up for a writing course at your local college—and chances are you'll find yourself writing sonnets in a class taught by some professor who never worked a day in business or industry in his life. Again, *some* help.

Obviously, what you need is a learning program that recognizes the special requirements of *business* writing . . . that avoids the unnecessary technical details that bog your writing down . . . that can be completed in a minimum amount of time . . . and that is reasonable in price. Such a program *now* exists. It's called . . . POWER WRITING.

How POWER WRITING Works

Rest assured that POWER WRITING is about as far removed from the dreamy groves of academe as you can get.

Very briefly, POWER WRITING works to organize your thinking so that expressing your ideas on paper becomes a *simple, natural* process. The program bypasses the memorization of rules and focuses on simple *logic* as the prime catalyst for effective writing. POWER WRITING shows you how to use the latent psychological power in words to get your message across in all your business writing efforts.

POWER WRITING was developed by Robert R. Max, one of America's foremost business writers. Mr. Max once wrote a sales letter which generated a 74 per cent response from its recipients (by comparison, most direct mail experts consider a 1 to 2 per cent response rate to be successful)—*and* resulted in 17 per cent of his client's total sales for the year. A *single* letter!

Now, the same strategies and tactics used so successfully by Robert Max are available to you in POWER WRITING. Just for openers, you'll learn . . .

- How to win the writing battle with your first few words—leads and openings that grab (and hold on to) your reader's attention.

- How to think before you write—a logical process for translating your *thoughts* into *writing*.

- Mastering the art of "tone"—how to control the feeling and mood of everything you write.

- Strategies for reader "envelopment"—how to understand (and exploit) the relationship between your reader and the subject matter.

- How to use writing "devices"—subheads and indents (like the ones you're reading now) to hold your reader's attention all the way down the page.

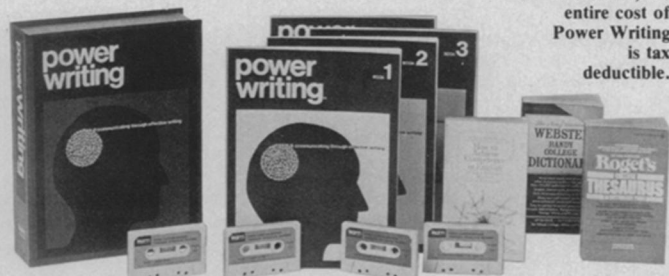
- How to write closing summaries that hammer home the points you want to get across.

POWER WRITING is completely self-contained. It is scientifically planned for ease and convenience. You work at your own pace from start to finish (except for the section on beating deadlines—there you'll learn to write against the clock). Robert Max, the program author, will guide and encourage you as a "teacher-on-cassettes" throughout the course.

You are cordially invited to examine POWER WRITING in your home or office for 10 days free. If—for any reason whatever—you are not completely delighted with POWER WRITING—simply return the program and receive a full refund or cancellation of credit charges.

But *try* POWER WRITING now. It really can take the agony out of business writing—and put in your hands one of the most powerful career advancement tools ever devised!

In most cases, the entire cost of Power Writing is tax deductible.



learn 113 Gaither Drive, 31SND
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Please send me the POWER WRITING Program at \$89.95 plus \$3.00 for handling and insured delivery.

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Check or money order enclosed for items ordered.

New Jersey Residents add 5% sales tax.

Please charge my credit card under the regular payment terms:

Master Charge Interbank No. _____

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Card No. _____

Exp. Date _____

I understand that if after 10 days I am not delighted in every way, I may return the materials and obtain a full refund with no questions asked.

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