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HSS

Dr Sprinkle

July 24, 1970

Mr. Larry Maddrey
Virginian-Pilot Newspaper

Dear Mr. Maddrey:

I have fought against sending this...but the Si's keep after me to do so...therefore am doing it.

They make you this offer...because you are the only one locally who has given them any exposure at all, even if at times it was not the exact exposure they wanted. If you do not accept their offer herein, then they will make the offer to Sonko and the Ledger-Star. After that they will withdraw the offer completely.

Their offer. In your column mention that on a certain day you will print a certain phrase of words in your column, that the Si's have told me to pass on to you. If that certain column ~~is~~ containing the certain phrase of words is clipped out and kept on the person of that reader, and underneath their pillow at night, with the reader saying that phrase of words once daily...then tremendous good fortune will come to that reader. It is not necessary at all that the reader believe in it or have any faith in it. And you can express your skepticism as much as you like. All that is necessary is...that the reader follow instructions.

And you will ask...readers to send in any odd, unusual results they might get...to be serious about it, no funnies...for you to "file".

The Si's state that this will result in a tremendous sale of papers...and bring an enormous amount of attention and "word of mouth" publicity to your paper, which of course is money in the bank to your paper over the long run.

I know you've just done a column on the Si's...that's why I didn't want to write this. The Si's, however, do not care about that. Remember, they are not humans.

If I don't hear from you on this within a short time, say by next Wednesday, will send the Si offer to Sonko and the Ledger-Star. If they are not interested, then that's it.

Ted Owens (PK Man)

3141 Box, CHS, Norfolk, Va.

Owens