



# THANK-U-GRAM



In recognition of the good you have done

Thanks for your letter of March 17<sup>th</sup>. We were running transmitter tests on the occasion you mention. a surprising number of listeners wrote us on this occasion -

Thanks,  
Ben O. Guffin

**WRPM**  
**10,000 WATTS**  
**1530 KC.**

**WRPM-FM**  
**100,000 WATTS**  
**107.9 MC.**

P. O. BOX 352  
POPLARVILLE, MISSISSIPPI 38470

## THERE IS MAGIC IN A WORD OF THANKS—THE ART OF APPRECIATION

Thank-U-Grams are designed to develop the faculty of AWARENESS. A faculty can only be developed by continued regular use. You use it consciously until it becomes automatic. The feeling of appreciation fathers the faculty of AWARENESS. The more you appreciate what you see, the more you see to appreciate. But what is more important, you develop a sense of AWARENESS of values, a balanced sense of judgment, a less biased viewpoint, a more balanced appraisal of people, events, and things. You will see the half-glass of water as HALF-FULL not HALF-EMPTY. AWARENESS is achieved by directed attention. Then appreciation is born. In full bloom it becomes POSSESSION. You can only really possess what you first appreciate.



It's easy! All you need do is promise yourself to send a Thank-U-Gram to someone deserving EVERY DAY. Tell them of the good they have added to the scene. One divine wrote: "The most effective prayer is the recognition of the presence of good." Plan to send one every day for a month and see if something WONDERFUL doesn't happen to you, too!

TV personalities including Garry Moore, Bob Cummings, Grace Oursler, Amy Vanderbilt, and Dr. Peale.

IF you'd like to test the BIG IDEA we'll help you. Just send a quarter for a starting set consisting of 10 Thank-U-Grams and 5 matching envelopes plus a Daily Dozen Thank-Account and a revealing booklet called "There is MAGIC in a Word of Praise," also a copy of the renowned "LISTEN" formula for successful living. . . . . all postpaid. Or if you want to make a longer test ask for 50 Thank-U-Grams and 50 matching envelopes. These will be sent to you for \$2 postpaid.

Half-  
empty?



KIMBALL FOUNDATION—24 NORTHCOTE DRIVE—BRENTWOOD, MISSOURI, 63144