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Fair-Play
A TRANS-LUX COMPANY

March 2005


John Brandom
FOOTBALL COACH
CORONA SENIOR HIGH SCHOOL
1150 W 10TH ST
CORONA, CA 92882-3998

Dear Coach:

It's hard to believe, but football season is really just around the corner. Picture it: the green hotdogs...the satisfying roar of the home crowd as **your team scores yet another touchdown bright for all to see—on your Fair-Play scoreboard.**



You know Fair-Play for its great-looking, dependable scoring equipment. **wide amber digits** on its football scoreboards offer superior readability. **four-level dimming feature** that allows scoreboard operators to adjust brightness to reflect surrounding lighting conditions. Whether your games are held at night, coaches, players and fans can read game stats with ease. scoreboards include **cool features** like down, yards-to-go and ball-to-read scores and game time.




Did you know that Fair-Play offers the **industry standard for wireless controllers?** Operate your scorer's control from virtually anywhere with direct sequence spread spectrum technology, designed specifically for the locker room. The locked-in wireless frequency ensures scoring accuracy without phones and other wireless devices. **You must try our wireless to get more information or a demonstration!**

Sports fans, athletic directors and coaches have relied on the style, innovation of Fair-Play Scoreboards to stay on top of their game for over 70 years. **As you're giving your scoring equipment a check-up for the spring, give me a call!** Check out the latest in high-brightness LED technology at CORONA SENIOR HIGH SCHOOL.

Don't wait—be ready when your season starts!

Best regards,



Bob Pomeroy
Sales Representative, Fair-Play Scoreboards

P.S. Capture your team spirit and personalize your scoreboard with school colors, logos and sign **free standard cabinet colors and complementary sign copy design**—and see how your scoreboards can be **personalized conceptual drawing.**

Fair Play® Scoreboards • CaptiVue Sport Message Centers • Sponsorship/Signage
Corporate Offices & Factory
P.O. Box 1847 (50306) • 1700 Delaware Avenue (50317) • Des Moines, Iowa
1-800-247-0265 • 515-265-5305 • fax 515-265-3384

Robert H. Pomeroy
Fair-Play Scoreboards
2 201 Spartan Street
Miss on Viejo, CA 92681
Phone & fax: 9-955-8183
e-mail: r.pomeroy@fair-play.com
Website: www.fair-playcalifornia.com

April 2005

Dear Coach or Athletic Administrator:

With everything you have on your plate, it's good to know that Fair-Play Scoreboards is in your corner.

You're a coach, an administrator and a liaison. A motivator (and disciplinarian), a concessionaire (and order cook), public information officer (and chief towel washer). A purchasing agent and trainer, teacher and referee.

You do it all. But you don't want to add "scoreboard troubleshooting" to your list.

That's where Fair-Play Scoreboards comes in. **You know Fair-Play for its great-looking scoring equipment. You buy Fair-Play for its reliable performance.** Administrators like you have relied on the style, performance and innovation of Fair-Play Scoreboards to stay on top of their game for more than 70 years.

Sure, we could show you our three layers of waterproofing protection that stop scoreboard-busting conditions and the direct-sequence technology in our wireless controls, designed specifically for sports applications. Not to mention the high-contrast LEDs we select for long life and maintenance-free performance.

But your questions are usually straightforward: Will my scoreboard work every time? Does it look good? Is it easy to operate?

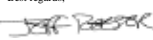
Yes on all counts. But don't just take our word for it—take the advice of one veteran administrator.

"With all of the issues and personalities you're dealing with every day, the last thing you need is a temperamental scoreboard. Go with a proven product and buy Fair-Play!"

Why not give us a call at 800-247-0265 for a scoreboard check-up? You'll see the latest in high-brightness technology on the practice or playing field, outdoors and in the locker room. **And if you're considering a message center to your scoreboard, Fair-Play now offers three high-impact LED options tailored to your budget: single-color, full-color and new high-resolution, full-color Barco video displays.**

Don't wait—let Fair-Play show you why coaches, administrators and fans alike say, "we believe in Fair-Play!"

Best regards,



Jeff Reeser
National Sales Manager, Fair-Play Scoreboards

P.S. Have a swimming project in the works? Fair-Play now offers complete swim timing and scoring systems! Call us toll-free at 800-247-0265 for a proposal.

Fair Play® Scoreboards • CaptiVue Sport Message Centers • Sponsorship/Signage
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February 2005

Fair-Play
A TRANS-LUX COMPANY

Name
Title
School
Address
City, State, Zip

Dear Coach or Athletic Administrator

They're a lot of scoreboard manufacturers out there.

Most of them offer a product that will keep scores accurately with varying levels of upkeep and maintenance. You may have to replace your bulbs or LEDs occasionally, and maybe fix a dented cabinet from a stray ball or two, but if you've seen one scoreboard, you've seen them all...right?

If you still believe all scoreboards look the same, now's the time to take a closer look at Fair-Play.

Sometimes the scoreboard you think you ordered—and the scoreboard you receive—are quite different. The digits look different. The cabinet looks different. Altogether, the changes can take your brand-new scoreboard from "wow" to "oww!"

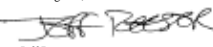
With Fair-Play Scoreboards, what you see is what you get. **Others may say it, but coaches and athletic directors believe it: Fair-Play makes the best-looking scoreboards in the industry.** With more than 70 years and 100,000 installations behind us, we have the experience behind us to get it right.

Fair-Play scoreboards use three distinct digit colors on its indoor scoreboards to organize scoring information intuitively, as fans want to see it. Wide amber LED digits on outdoor models offer the best contrast and readability in all game conditions. We provide the industry standard in reliable wireless scoring.

And Fair-Play's true bar LED provides consistent color and excellent readability. What do we mean by bar digits? Compare Fair-Play's digits with theirs and see for yourself—solid lines versus dots. It's a difference you can see...and your coaches, fans and advertisers will notice.

Take the challenge and see for yourself. For style, performance and innovation, join the thousands of schools, colleges and municipalities that believe in Fair-Play.

Best regards,



Jeff Reeser
National Sales Manager
Fair-Play Scoreboards

P.S. Call us toll-free at 1-800-247-0265, extension 1025 today and mention code FP041JB for a complimentary copy of our latest catalog. We'll put you in touch with a local Fair-Play representative who can show you the Fair-Play difference—and recommend the scoreboard model that's right for your school.

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July 2004

H M Kaplan
President & CEO
Warren Equities Inc
27 Warren Way
Providence, RI 02905

Dear Colleague:

NEW! LED FUEL PRICECHANGERS FROM TRANS-LUX WEST!

Adjusting fuel prices in petroleum retailing is not only inconvenient—it can get expensive. Extra staff safety and liability issues not to mention your margins, which take a hit every time your prices aren't updated promptly. **There has to be a better way to display fuel pricing.**

That's why I want to introduce you to LED fuel PriceChangers from Trans-Lux. These displays make price adjustments incredibly convenient, while the LED (light emitting diode) design's compelling brightness and clarity beckons traffic day and night in all weather conditions.

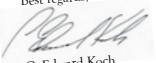
Take a look at the benefits you enjoy with a Trans-Lux fuel PriceChanger:

- PriceChanger electronic displays glow clear and bright with automatic dimming capacity for all lighting conditions. Other types of mechanical fuel price changers rely on ambient or supplemental lighting for illumination;
- No more pole letters! PriceChanger offers two control options: handheld or sign-mounted controls for stand-alone locations or point of sale (POS) interfaces to control multiple signs from a single site;
- Durable high-brightness LEDs supply up to 100,000 hours of performance without changing a single light bulb. And good news for lamp display users: PriceChangers require only 1/10 of the power requirements of lamps or older LED technologies;
- Five-year limited manufacturer's warranty more than doubles the product guarantee of other manufacturers.

What about service? Trans-Lux builds more than 85 years of electronic display manufacturing expertise into every sign we make. And you'll appreciate our award-winning customer service—available by phone, fax or e-mail—to help with installation and service questions.

Have a project in mind and want to know more? I'm introducing Trans-Lux's fuel PriceChanger and other outdoor display products to your area. **One of our sales representatives will call soon to see how fuel PriceChangers may complement your other petroleum marketing efforts.**

Best regards,



C. Edward Koch
National Sales Manager, Trans-Lux West

P.S. With today's volatile fuel prices, you must **pump up** your margins by increasing operating efficiencies. Let us show you how—discover Trans-Lux LED PriceChangers today!

Trans-Lux West ■ A Division of Trans-Lux Corporation
P O Box 1847 (50306) ■ 1700 Delaware Avenue (50317) ■ Des Moines, Iowa
800 543 7904 ■ (tel) 515 265 5305 ■ (fax) 515 265 3364
sales@txcommercial.com ■ www.txcommercial.com

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Weisman Celler Speil & Modlin, P.C.

Trans-Lux West targeted convenience store executives with this mailing that sells the benefits of electronic fuel price-changer signage (you know—the signs that show fuel prices at gas stations).

As copywriter, I consulted with product engineers, our manufacturing team and key execs to craft the right message.

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Name
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City State Zip

April 1999

Dear _____

Sixty percent of us will require long term care at some point in our lives

That statistic alone from *Business and Health* in 1996 is surprising. But perhaps even more surprising is the cost. About \$42,000 a year for a nursing home, on average, adding up to \$105,000 for the average two and a half year stay.

Who's going to pay for it?

Not regular medical insurance. Certainly not Medicare or Medicaid, with Medicare paying less than eight percent of all long term expenses, and Medicaid requiring us to exhaust our personal assets before we qualify (and transferring our assets is no longer a lawful option).

That leaves personal savings. Or long term care insurance.

Thoughtful employers are now taking another look at long term care insurance, which used to be effective only for the largest organizations.

Long term care insurance is now available and affordable to all employers. You can get it as a voluntary benefit for your employees from Seabury & Smith.

Premiums are based on entry age, can be tax deductible for those who itemize, and are paid through payroll deduction. Your employees don't have to worry about quarterly premium payments or annual payments.

And it's available to employees, spouses, parents and grandparents, underwritten by CNA and developed especially for clients of Seabury & Smith. It's portable, too, meaning that coverage continues at the time of the employee leaves or retires.

But we can't underestimate the big benefit long term care insurance offers: *peace of mind*. It protects your employees' hard-earned assets in the event that they are disabled. After all, forty percent of the long term care services are adults still in their earning years.

Employees pay some or all of the premium through convenient payroll deduction.

Experienced, salaried presenters will come to your worksite to educate your employees and answer questions. *All you have to do is make it available* - a valuable benefit that fosters employee retention loyalty.

Long term care insurance is valuable, affordable, and easy when you get it from Seabury & Smith. Call me at _____ to find out more.

Sincerely,

Date _____

Name _____
Title _____
Company _____
Address _____
City State Zip _____

Dear _____

I sweat the small stuff

I've made sure we had all the information to process a claim right. I've talked employees through the steps to submit a claim for a prescription. And I've designed self-funded benefits plans so they work correctly from day one.

I've learned to "sweat the small stuff" for nearly 10 years working for insurance program manager Seabury & Smith. Because the small stuff, as you well know, can become big problems pretty quickly in an employee benefits plan if it's not attended to.

I worked my way up holding a variety of positions: processing health insurance claims, taking customer service calls, and before I moved into marketing, designing and setting up employee benefits plans for area employers.

Now it's my job to help our clients with the ongoing management of their employee benefits plans. And I've learned a lot in talking to our clients and their employees in the past 10 years, that many don't have enough personnel to manage their benefits effectively. They have a staff that doesn't fit "cookie cutter" insurance plans, or they do have a solid benefits plan, it's just getting too expensive.

I know employee benefits plans from the inside. I'd like to put that knowledge to work for you.

Seabury & Smith is not an insurance company, so we're not tied to one insurer's plan. I can help you design a plan that's right for your people, most cost effectively. Plus, we're a Marsh & McLennan Company, the largest insurance brokerage in the world! So I can call on financial, legal, and human resource experts from our other branches whenever you would have a need.

But I don't just talk about our capabilities. Claims administration and more, I've actually done it for employee benefits plans like yours. We should visit soon to see how your plan is working for you. I'll call you in a few days to schedule an appointment, or you can call me in Iowa City toll free at 800.562.4023.

Best regards,

Angela Villhauer
Account Executive

Date _____

Name _____
Title _____
Company _____
Address _____
City State Zip _____

Dear _____

What you want: productive employees who are never sick, never take coffee breaks, and never leave.

What you get: something else.

When I was an operations manager for a bank, I didn't see too many really terrific employees slaving away with poor employee benefits. The great ones knew that they had some security; they knew they were taken care of if their kids got sick or they ended up in the hospital.

And from my perspective, good benefits helped me, too. My great employees could concentrate on their work as healthy, productive people with up-to-date glasses or contacts, filled prescriptions, and necessary medical care that didn't need to be put off.

I didn't think too much about employee benefits then. Thankfully, I had some excellent people that took care of our bank's day-to-day benefits management.

Now my job is to help other employers manage their employee benefits, first on my own, and now with Seabury & Smith. I've discovered that I was lucky in my 22 years at the bank: that many of my clients don't have the personnel to manage their benefits effectively; they have a staff that doesn't fit "cookie cutter" insurance plans, or they do have a solid benefits plan, it's just getting too expensive.

I joined Seabury & Smith because I'm not tied to one insurance company. I can help you design a plan that's right for your people, most cost effectively. Plus, we're a Marsh & McLennan Company, the largest insurance brokerage in the world! So I can call on financial, legal, and human resource experts in our other branches whenever you have a need.

You've seen in your own business how employees today pick and choose where they work. Good cost-effective benefits can make the difference between retaining a good worker and facing the costs of frequent turnover.

We should visit soon to see how your employee benefits plan is working for you. I'll call you in a few days to schedule an appointment, or you can call me in Kearney at 308.234.4028.

Best regards,

Tom A. Gustafson
Account Executive

Seabury & Smith (now a division of Mercer Consulting) brokered employee benefits for small- to mid-sized businesses. These letters helped Seabury & Smith account executives develop their relationships with benefits managers and executives.

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I wrote, designed and coordinated the printing for this direct mail piece, created for Seabury & Smith to market the Cooperative for Health Insurance Purchasing (CIPCO) for small- to mid-sized businesses in Colorado.



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Date
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Dear:

*What you want: productive employees who are never sick,
never take coffee breaks, and never leave.*

What you get: something else.

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I didn't think too much about employee benefits then. Thankfully, I had some excellent people that took care of our bank's day-to-day benefits management.

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You've seen in your own business how employees today pick and choose where they work. Good, cost-effective benefits can make the difference between retaining a good worker and facing the costs of frequent turnover.

We should visit soon to see how your employee benefits plan is working for you. I'll call you in a few days to schedule an appointment, or you can call me in Kearney at 308/234-4028.

Best regards,

John A Gustafson
Account Executive

October 21, 1997

Dear :

Imagine paying three-months' salary to an empty desk.

It happens all the time, really. Insurance industry statistics tell us that three out of every 10 employees between ages 30-65 will be disabled at some point in their working life for 90 days or more.

*That's at least three months. That's almost 1/3 of all workers.
And that could be on your company's time. Can you foot the bill on your own?*

You wouldn't have to with long-term disability insurance. Long-term disability (LTD) coverage is so important, yet it's often overlooked. But for many businesses it can mean the difference between paying an empty desk or a productive worker.

Might we suggest that now is the time to consider adding LTD coverage to your company's portfolio? Seabury & Smith help you learn more about it, as we've been educating employers and putting together cost-effective LTD programs for firms like yours for _____ years.

Let's talk about it in our next phone call. I'll prepare some information about the benefits of an LTD plan for your organization for your review.

Best regards,

Seabury & Smith (now a division of Mercer Consulting) brokered employee benefits for small- to mid-sized businesses. These letters had a dual purpose: informing clients of the scope of the company's services, while reinforcing an account executive's expertise.

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" THE NEW CLASSICS "

August 3, 1989

Dear Occupational Therapist,

Think back to a time when a situation with a client had you stumped. You needed advice, some fresh ideas, perhaps another perspective on the problem. Most likely you reached for one of your "old classics" from college.

When you come to that situation again (and you know you will) it's time to reach for the NEW CLASSICS. We have the latest editions of the books you need by experts respected in their fields. Whether you require a comprehensive reference or just want some familiarity with an area, check out these new titles. Many of your colleagues did—and these books were all bestsellers at the American Occupational Therapy meeting!

OCCUPATIONAL THERAPY FOR CHILDREN, NEW 2nd Edition
By Pratt and Allen with 30 contributors; 1989.
672 pages, 233 illus. (02466)

When small problems provide large challenges, be prepared with this title. It's the pediatric reference of choice for the therapeutic professional. Major highlights:

- New information on early intervention programs; specialized equipment; hand function development and treatment, and other topics

HAND SPLINTING: Principles and Methods, 2nd Edition
By Fess and Phillips with two contributors; 1987.
597 pages, 902 illus. (01578)

For a more specialized guide, Fess and Phillips focus on the principles of hand splinting and the splint design options available. Some featured benefits:

- New sections on splinting the spastic hand; sports injuries; physiologic tissue response; dynamic assists and more, with appendices on various plastics and their properties

REHABILITATION OF THE HAND: Surgery and Therapy,
NEW 3rd Edition. Edited by Hunter, Schneider, Mackin,
and Callahan with 115 contributors; December, 1989.
Approx. 1,200 pages, 1,786 illus. (02472)

Add to your reference library with this upcoming third edition. Edited by four leaders in the field, coverage is divided equally between doctors and therapists...all sharing their expertise, starting with the initial problem and proceeding through the hand rehab process. Here's more:

- Discussion of range of motion; assessed impairment of hand function; replantation; and Dupuytren's disease

PRACTICING PREVENTION FOR THE ELDERLY
By Lavizzo-Mourey, Day, Grisso, and Diserens; 1988.
265 pages, illus. (03287)

To gain some insight on your older clients' needs, pick a practical text with broad coverage by the specialists in geriatrics. PRACTICING PREVENTION FOR THE ELDERLY contains everything from screening to exercise to assessment of functional status.


- Discussions of drug reactions, osteoporotic fractures, nutritional deficiencies, and more

THE HAND, 3rd Edition
By Milford, with one contributor; 1988.
511 pages, 1,130 illus. (03345)


Get the best of the old and the currency of the new with THE HAND. Taken directly from the section on hand and microsurgery in the classic CAMPBELL'S OPERATIVE ORTHOPAEDICS, seventh edition, this revision is completely reorganized for outstanding coverage:

- Exceptional discussions of acute injuries; special hand disorders; amputations; ligamentous injuries; tumors, congenital anomalies and more

At least one of these texts is sure to fit your needs. So for the latest advice, ideas, and perspectives, try out a "new classic" for 30 days with no obligation. Order today!


Sincerely,

Dennis Carson
for the C.V. Mosby Company

P.S. In a hurry to order? Call TOLL FREE: 800-221-7700, ext. 15A. Our ordering hotline is open 24 hours a day, 7 days a week.

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PERIODONTAL THERAPY-- The Practice Builder



NEW!
PERIODONTAL THERAPY
By **Claude L. Nabers, D.D.S.**,
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University of Texas at San Antonio,
School of Dentistry
and
William H. Stalker, D.D.S.,
Private Practice

Deliver the best periodontal care to your patients with this practical reference. Written by experts renowned in the field, **PERIODONTAL THERAPY** addresses the trend toward periodontics in the private practice. It's an equally valuable guide for dentists requiring background in the area or others simply refining their technique. And with handy insurance codes, superb illustrations, and contributions from leading periodontists, you'll refer to this text again and again. Pick a practice builder for your periodontic reference—choose **PERIODONTAL THERAPY!**

December, 1989. Approx. 350 pages, 200 illus. including 150 in color. (Book Code: **0M45**) A B.C. Decker, Inc. publication.




Fig. 8.22. Silver tooth splinting. (A) Radiograph of tooth treated for splinting. (B) Model splinted in preparation for a fixed bridge.

Fig. 8.4. Diagrammatic. Placement of support, freiging, and retention.

- relates almost 50 years of experience in private practice evaluating and motivating patients to accept periodontal treatment—a crucial area overlooked in other periodontics texts
- coverage of the latest procedures in periodontics, including guided tissue regeneration, put you in the forefront of modern dentistry
- presents timesaving insurance codes for every periodontal procedure—a must for the private practitioner
- worthy advice about malpractice suit prevention addresses the concerns of every dentist
- detailed photography familiarizes you with oral manifestations of AIDS and herpes—such as hairy leukoplakia—as well as providing treatment modification guidelines
- emphasizes a "diagnosis and treatment" approach in a format following current ADA and insurance company procedural codes
- contributions from leading periodontists and a wealth of clinical techniques and photos make this text an essential addition to your reference library

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- IV: Oral Hygiene Instructions for Patients
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- VI: Treatment for Early Periodontitis (Code 04600)
- VII: Treatment for Moderate Periodontitis (Code 04700)
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Fig. 8.1. Treatment of receding alveolar gingivitis. (A) Appearance on first appointment. (B) Healing and stabilization was performed.




Fig. 8.2. Appearance one day later.




Fig. 8.3. Appearance after initial healing. Note reduced redness and flaps of attached tissue.




Fig. 8.4. Six weeks later. Note the increased soft-tissue support.




Fig. 8.5. Appearance 27 years later.