

<b>Project</b>	Direct mail letter with insert
<b>Objective</b>	Sell medallion collection to inhouse list
<b>Solution</b>	Subscription series offer

Dear [Collector],

In late 1800, a struggling young artist by the name of Carl Rungius traveled North America countryside painting pictures of big game animals. If he was lucky, he got \$25 apiece for them.

Recently a museum in the Southwest received an offer for one of the paintings in its collection — a painting by the same Carl Rungius. The offer was \$230,000. The museum turned it down.

Just a few weeks ago, a gallery in Sedona, Arizona staged a one-man show of contemporary Western Art. Collectors were lined up when the doors opened. Within 20 minutes more than \$75,000 worth of art was sold.

The increasing demand for Western Art is no mystery. There are good reasons for it. Western Art, more than any other, symbolizes the traditions of our American heritage. It recaptures the pioneering spirit many people have lost — but now long for. In its realism, its honesty, it portrays the rugged individualism of American life.

Four treasured paintings by Rungius depicting the whitetail, the wapiti, the grizzly and the rocky Mountain bighorn have been chosen as inspiration for the creation of an art medallion collection. Eugene Daub, an award winning medal sculptor, has captured the essence of the Rungius paintings in a form as precious as the art they represent.

Sunshine Mining Company has minted the four exquisite medallions in this collection exclusively for the Wildlife of the American West Art Museum.

Now, the first time, the limited edition of pure .999+ fine silver or a beautiful bronze edition is available to you on a systematic monthly acquisitions plan, at a price you can afford.

The Sunshine Mining Company has obtained the exclusive right to issue a limited edition of superbly sculpted art medallions featured in the enclosed brochure. The Sunshine Mining Company Portfolio of Western Art Medallions is truly an exceptional collection. One you can be proud to own and display.

It is important to note that proceeds benefit the Wildlife of the American West Art Museum. The Museum, located in Jackson, Wyoming, is a nationally recognized center for fine wildlife art. It houses the JKM Collection, the world's premier public collection of fine art devoted to the wildlife of North America.

The JKM Collection includes works by more than 50 of North America's finest wildlife artists including George Catlin, Carl Bodmer, Albert Bierstadt, Charles M. Russell, John Clymer, Bob Kuhn and Carl Rungius.

Each proof quality medallion is 2 1/2 inches in diameter and is enhanced with a beautiful hand rubbed patina finish to highlight the exquisite high relief sculpting. Ordinary minting utilizes just one level of depth. But in creating fine medallions, the skilled minter uses as many levels of depths as necessary — often as many as four or six — to fully capture the rich embossing, fine detail and subtle shadows which the artist has so carefully blended in creating his work.

Fine medallions have been treasured for centuries. Louis XIV of France was an avid collector. So was Thomas Jefferson. And in our own time, Cornelius Vanderbilt and J. Pierpont Morgan assembled collections which are now highly valued.

Like the original paintings, medallions frequently become increasingly valuable over the years. You are probably aware that original Currier & Ives prints, which originally sold for less than a dollar in the nineteenth century, are now commanding auction prices of as much as \$5,000. Audubon bird prints sell for even more. And a signed print by Renoir recently bought \$13,000.

This doesn't mean that all artwork prints and medallions will increase in value. Indeed, this is not the best reason to build a collection of silver and bronze medallions. You should only purchase those pieces, which you truly admire.

The Commemorative Medallion Collection in Sunshine Mining Company Portfolio of Wildlife of the American West is distinctive for several reasons. But three in particular:

1. They are medallions of museum quality
2. They are exclusive limited editions
3. They are pure silver or bronze

**MUSEUM QUALITY** means that these medallions will be produced by a renowned sculpture and minting process — the process preferred by leading museums because it captures the full tones of the original. Unlike ordinary reproductions, you won't see a flat surface with slight embossing if you look at it under magnification.

**EXCLUSIVE LIMITED EDITION** means that the subscribers to this portfolio will possess the only signed Certificate of Ownerships of these works of art that will ever be produced.

What's more, there will be no more than 1500 sets. Once the medallions for the Sunshine Mining Company Portfolio have been made, the forms will be destroyed. Only pictures will be permitted for books and other reference publications.

And, since the privilege of subscribing is being extended exclusively to a select group of collectors, and only until May 15, the number of medallions will be **EXTREMELY LIMITED**.

Thus, you will own a most unusual collection. Museum quality medallions of Western paintings by award winning artist and sculptor. An edition limited exclusively to a small group of collectors. And each

medallion includes a numbered Certificate of Ownership.

These are the true hallmarks of a fine collection. A collection you will want to share with your family and show to your friends. For it can be enjoyed by anyone who appreciate the beauty of fine art.

To get just an impression of the beauty of these medallions, look at the illustrations in the accompanying brochure. Even though they are greatly reduced in size (actual medallions measure 2 1/2 inches in diameter), the great character of these works is evident.

Singed medallions of this quality frequently cost \$250 or more apiece. But because we are issuing the Commemorative Medallion Collection only as a complete collection — the offering costs are substantially lowered — and you get the benefit of acquiring these fine prints at just \$110 each.

The four medallions will be sent to you at the rate of one per month, beginning in June. As part of your Silver Medallion subscription, you receive a magnificent Lucite stand to protect and display each medallion.

Bronze medallions are just \$35 each. One of the great advantages of this arrangement is that you can own either the .999+ Silver or Bronze Medallion Collection, display all four medallions any time you wish . . . and you can easily show them together or separately on a desk or table in your home or office.

For you and your family, this collection will become a lasting heirloom — a portfolio of fine art to be enjoyed and admired for many years to come.

There is only one time you can acquire the Carl Rungius Commemorative Medallion Collection. That time is now. The very last date by which subscriptions may be placed is May 15. Any subscriptions postmarked after that date must, regretfully, be returned. I suggest you mail the enclosed subscription form as early as possible.

Please note that no advance payment is necessary. You will receive an invoice with each of the medallions as they are sent to you on a monthly basis.

Sincerely,

P. S. As a subscriber to the Sunshine Mining Company Exclusive Wildlife of the American West Collection, you will receive a complimentary First Edition copy of the art book that will be published about the award-winning paintings of Carl Rungius. You will be able to order additional copies, if you wish, so you can share with your friends the book about your personal collection.