



Just Between Us...

by Clyde L. Juchau, president

(For almost twenty years I worked in the field—a salesman just like you. On many occasions, I felt that no one in that mysterious place called the Home Office—far, far away—really cared. I vowed that, if someday I were given the opportunity, I would demonstrate to the field force that I cared—that I am deeply concerned that you become successful. This column is a means of talking to you, personally, about our mutual challenges...)

It's happened – you have a new Home Office!

Yes, it has finally happened! The final, official stamp of approval has been obtained and you now have a bright and cheerful, roomy and efficient Home Office!

Your first reaction might be, "What does that mean to me?"

Not surprisingly, the new location, with all of the good things that go with it, can mean a lot to you and to your Neo-Life Distributorship. Let me share a few of those things with you.

First, let me ask you not to expect too many visible changes right at first. It is going to take a week or two for us to get our legs uncramped and to get used to having enough room for everybody to have a desk of their own. But, you'll notice many good things taking place right away!

- One of the first things that you will notice is improved telephone service. We have a spanking brand-new system, designed especially for Neo-Life to help us fill your needs better. No more busy signals! Your calls will be handled faster – one easy-to-remember number [(415) 786-3401] gives you access to a dozen lines into the Home Office! Those lines are all yours, because Company personnel will use a completely separate set of lines to call out.
- Another thing you will notice very quickly is our new computer – an almost half-a-million dollar investment to provide you with better service! Your account sheets will be prepared more quickly. There will be more information on them, and they will be prepared faster and more accurately.
- The new computer will soon mean far, far faster answers from

Customer Service. We have already designed programs which will enable us to obtain information concerning your Distributors, your PV and other important information in a matter of seconds instead of a matter of hours or days. You are going to be thrilled with it – we are!

- Our print shop will have room to expand. And, it will be operating with new equipment – equipment that will perform faster and better to give you more for your money. (This will take a bit of time – but plans, goals and objectives have already been set.)
- You will be proud – proud – proud to be a part of this new facility and to be able to bring your family, friends and other Distributors to visit with us. Our new facility has been built with you in mind. When you visit us, you will be comfortable. You will like what you see! And, you will feel good!
- A little frosting on the cake – a brand new Distribution Center in Nashville, Tennessee! Centrally located, this center can serve 50 per cent of the population of the United States within a 700-mile radius. We have an outstanding manager with more than 15 years experience in OUR TYPE OF BUSINESS. The new Home Office – and the new computer – makes it possible for us to serve you better with still another Distribution Center!

JUST BETWEEN US...We are now in a position to help you climb *any* mountain – in a better position than we've ever been before. AND, YOU AIN'T SEEN NOTHIN' YET! THIS IS JUST THE START OF MANY MORE BIG THINGS TO COME!!

What's Right tape set offered at half price!

Now! A *half-price* sale on one of the most effective sales aids ever produced by the Neo-Life Company of America – the "What's Right" tape set.

This slide and tape set (#965) describes Neo-Life's total credibility by showing the Company and its facilities, steps in protein formulations, follows ingredients from receiving dock, through mixing and tableting to final packaged dietary supplementation.

Neo-Life Co-founder, Donald E. Pickett, also discusses assimilation on this slide and tape set.

The "What's Right" tape set is being closed out at half-price because some parts of it are somewhat outdated. However, you'll find the guiding principles of Neo-Life discussed in this set still as valid and as "Right" as ever.

Now is your chance to purchase this informative tape set for only half-price, but act now, as we have only a limited number left. See Product and Literature Update on page 14 for ordering information.

Dr. Furst at special symposium

Neo-Life's Director of Research, Dr. Arthur Furst, has been invited by the World Health Organization to represent the U.S. in a special symposium on Cancer to be held in Lyon, France, in 1979.

Dr. Furst is one of only ten scientists invited to participate in this very important event, and the only scientist representing the United States.

Dr. Furst will be joined by other highly acclaimed scientists from throughout the world – ten in all – to delve into the link between cancer and heavy metals, sweeteners, etc.

Dr. Furst became Director of Research for the Neo-Life Company in 1976. Since that time, he has worked closely with Co-founder Donald E. Pickett in the development of many new Neo-Life products. Dr. Furst specializes in chelation chemistry and heavy metals. He is one of the most highly acclaimed experts in his field in the world today. Neo-Life is proud he is on our team, helping to keep Neo-Life products "years ahead".

