

Homemade Goodness Club

FROM DIXIE CRYSTALS®

Dixie Crystals® Announces the New Homemade Goodness Club!

Dixie Crystals® Introduces a Revolutionary New Consumer Promotion to increase your sugar sales and build customer traffic in your store... *throughout the year!*

An unprecedented 12-month campaign that will reach your customers *every month* during 1981!

Why A Club?

Over the past years, Dixie Crystals® has continued to tell consumers about the "Homemade Goodness" quality of our fine sugar products. Our name and Homemade Goodness theme have been boosted by continued advertising and promotional events. Our customers have come to expect only the best from Dixie Crystals® and have continually responded with loyal enthusiasm, making our promotions and your sales efforts even a bigger success.

Over the years, we've received thousands of recipes and Homemade Goodness ideas and helpful hints from Dixie Crystals® users all over the South. In response to this overwhelming patronage, Dixie Crystals® has decided to take our good name and combine it with the best recipes and "Homemade Goodness" ideas we've received, and share them with all our loyal users by offering this exciting new Homemade Goodness Club.

Homemade Goodness Club Membership

Membership into the Club will be offered *free* to all Dixie Crystals® users beginning November, 1980.

We'll send each Club member a *monthly* personal mailing. What better way to reach our heaviest sugar users than personal direct mail every month for a full year! A first in our industry! Twelve (12) mailings will be sent to every member during 1981 featuring:

- 50 prize winning recipes on full color, plastic-coated recipe cards. These recipes were tested and judged by home economists at a major Southern univer-

sity and were the winners of our Big Recipe Contest we ran in select markets this year!

- Original bi-monthly "Homemade Goodness" newsletter written by professional home economists full of ideas and recipes for Dixie Crystals® sugar products.
- Cents-off coupons for Dixie Crystals® and other food products. These coupons will be featured in each newsletter. Our first January/February newsletter will feature a 25¢ off coupon on any of our Dixie Crystals® products!
- Unique kitchen items and accessories will also be offered to Club members at reduced prices *plus* proof-of-purchase seals from Dixie Crystals® products.
- A sample of our gift items will be featured as a special introductory membership offer. A hand-crafted pine recipe box will be offered to all new members—an \$8.00 value for only \$4.95!

Special offers plus our Club membership will be available for proof-of-purchase seals from Dixie Crystals® sugar products. Consumers will be saving our proofs-of-purchase and taking advantage of these savings throughout the year! A fun-filled 12-month package of recipes, coupons, special offers and helpful cooking information all for free—just by joining the Dixie Crystals® Homemade Goodness Club.

Advertising Kick-Off

Dixie Crystals® will run a big 1750 line ad in your local newspaper *BFD week of November 10* announcing the new Homemade Goodness Club, and *again* in December so your customers can't miss out on the fun! Plus we'll be displaying Club details and the recipe box offer on the back of our 5 lb. granulated sugar bags and with point-of-purchase advertising in your store.

Look inside for a preview of the ad and all the Club details! Plus look on the back for a list of newspapers that will be advertising the new Homemade Goodness Club in your area.

It's the biggest event of the new year... all year!



It's new! It's fun! And you're all invited to join!

Homemade Goodness Club

Sign up for Dixie Crystals® Homemade Goodness Club and get prize winning recipes! Get a fist-full of cents-off coupons! Get special money-saving offers on kitchen accessories! And get fun-filled, hints-filled newsletters! That's right! Join Dixie Crystals Homemade Goodness Club and get all these good things throughout the new year!

● **50 Prize Winning Recipes!** You'll get the 50 prize winners from the thousands of recipes entered in Dixie Crystals' Big 1980 Recipe Contest. Everything from appetizers to desserts, all pictured on full-colored, plastic-coated, stain-resistant cards.

You'll love adding all this new fun and excitement to your menus!



● **Good Ideas.** "Homemade Good News" is a bi-monthly newsletter that's filled with the kind of household information and store coupons you'll value and use. You'll also find it good reading!

● **Special Offers. A good way to save.** You'll like the discounted prices on our collection of kitchen accessories. Items that will make your kitchen a lot more functional and more convenient. Items such as our charming hand-crafted recipe box featured below!

● **Coupons. Another good way to save.** They'll save you money on Dixie Crystals products and other items. There's nothing like the fun of cutting the cost of your groceries! And you'll save at least \$1.00 on Dixie Crystals products alone!



● **So join the fun! It's so easy!** All you need to do to get in on the fun, is mail us one proof-of-purchase seal from any Dixie Crystals product plus \$1.00 for postage and handling. Where else can you get so much fun for so little? Join today!



Yes! I want to join Dixie Crystals Homemade Goodness Club. I understand I will receive all the rights and privileges of a Dixie Crystals Homemade Goodness Club member during the year 1981. I have enclosed one proof-of-purchase seal from any Dixie Crystals product plus \$1.00 for postage and handling.

Enclosed is my check or money order payable to "Dixie Crystals Homemade Goodness Club". Mail to: Dixie Crystals Homemade Goodness Club, P.O. Box 66, Savannah, GA 31402.

Name: _____
Address: _____
(No. P.O. BOX please)
City: _____ State: _____ Zip: _____

LIMIT ONE MEMBERSHIP PER HOUSEHOLD
Dixie Crystals is a registered trademark of Savannah Foods & Industries, Inc. Savannah, Georgia 31402. Offer good only to residents of the following states: Georgia, Florida, North Carolina, South Carolina, Alabama, Tennessee, Virginia and West Virginia.

Special Recipe Box Offer!

This charming hand-crafted pine recipe box is an exclusive introductory membership offer for Homemade Goodness Club members only. It has been specially designed to hold the 50 prize winning 3 x 5 recipe cards with room for more! A regular \$8.00 value, it's yours for only \$4.95 when you join the club!

Yes! I would also like to receive the pine recipe box and join the Homemade Goodness Club. Enclosed is \$5.95 total.



Homemade Goodness Club Newspaper List

| STATE/CITY/NEWSPAPER | CIRCULATION | STATE/CITY/NEWSPAPER | CIRCULATION |
|--|-------------|--|-------------|
| Alabama | | North Carolina continued | |
| Athens News Courier (M) | 7,390 | Gastonia Gazette (E) | 33,934 |
| Decatur Daily (E) | 23,213 | Goldsboro News-Argus (E) | 20,356 |
| Florence Times (E) | 29,060 | Greensboro News Record (M/E) | 110,810 |
| Huntsville Times (E) | 66,079 | Greenville Reflector (E) | 14,866 |
| Lannett Valley Times News (E) | 10,569 | Hendersonville Times News (E) | 12,105 |
| Opelika-Auburn News (E) | 15,096 | Hickory Record (E) | 26,495 |
| Scottsboro Sentinel (E) | 5,379 | High Point Enterprise & Thomasville Times (M/E) | 38,735 |
| | <hr/> | Jacksonville News (E) | 19,936 |
| | 156,786 | Kinston Free Press (E) | 13,461 |
| Florida | | Lenoir News Topic (E) | 11,209 |
| Brandenton Herald (E) | 22,651 | Lexington Dispatch (E) | 12,390 |
| Clearwater Sun (E) | 38,154 | Lumberton Robesonian (E) | 14,652 |
| Cocoa Today (M) | 62,459 | New Bern Sun Journal (E) | 14,688 |
| Daytona Beach News Journal (M/E) | 77,486 | Raleigh News & Observer Times (M/E) | 164,698 |
| Ft. Lauderdale News/Sun Sentinel (M/E) | 160,968 | Reidsville Review (E) | 7,560 |
| Ft. Myers News Press (M) | 57,995 | Roanoke Rapids Herald (E) | 9,754 |
| Ft. Pierce News Tribune (E) | 14,412 | Rocky Mount Telegram (E) | 13,321 |
| Gainesville Sun (M) | 39,974 | Salisbury Post (E) | 24,528 |
| Jacksonville/St. Augustine Times-Union | | Shelby Star (E) | 17,246 |
| Journal/Record (M/E) | 214,331 | Tarboro Southerner (E) | 6,125 |
| Key West Citizen (E) | 7,048 | Washington News (E) | 9,543 |
| Lakeland Ledger (M) | 38,848 | Whiteville News Reporter (Wkly) | 8,424 |
| Miami Herald/News (M/E) | 456,114 | Wilmington Star News (M) | 37,107 |
| Naples News (E) | 17,849 | Wilson Times (E) | 17,618 |
| Ocala Star-Banner (E) | 27,353 | Winston-Salem Journal Sentinel (M/E) | 110,436 |
| Orlando Sentinel Star (E) | 189,420 | | <hr/> |
| St. Petersburg Times Independent (M/E) | 256,795 | | 1,250,512 |
| Sarasota Herald Tribune Journal (M/E) | 78,051 | South Carolina | |
| Tallahassee Democrat (M) | 49,883 | Anderson Independent Mail (M/E) | 49,165 |
| Tampa Tribune Times (M/E) | 201,822 | Charleston Post News/Aiken Standard (M/E) | 103,969 |
| West Palm Beach Post/Times (M/E) | 108,382 | Columbia State Record (M/E) | 152,409 |
| | <hr/> | Florence News (M) | 31,035 |
| | 2,119,995 | Greenville News Piedmont (M/E) | 107,215 |
| Georgia | | Greenwood Index Journal (E) | 15,942 |
| Albany Herald (E) | 36,058 | Rock Hill Herald (E) | 24,071 |
| Americus Times Recorder (E) | 7,200 | Spartanburg Herald Journal (M/E) | 49,041 |
| Athens Banner Herald (E) | 12,054 | Union Times (E) | 6,975 |
| Atlanta Inquirer (Wkly) | 29,000 | | <hr/> |
| Atlanta Journal/Constitution (M/E) | 436,576 | | 539,822 |
| Augusta Chronicle Herald (M/E) | 74,794 | Tennessee | |
| Brunswick News (E) | 14,616 | Athens Post Athenian (E) | 8,878 |
| Columbus Ledger Inquirer (M/E) | 64,778 | Bristol Herald Courier/Virginia Tennessean (M/E) | 38,566 |
| Cordele Dispatch (E) | 5,494 | Chattanooga News Free Press (E) | 62,699 |
| Dalton Citizen News (E) | 11,644 | Chattanooga Times (M) | 51,639 |
| Dublin Courier Herald (M/E) | 10,461 | Cleveland Banner (E) | 15,040 |
| Gainesville Times (E) | 20,899 | Elizabethton Star (E) | 7,137 |
| Macon Telegraph News (M/E) | 73,134 | Greenville Sun (E) | 14,307 |
| Moultrie Observer (E) | 7,920 | Jefferson City Standard Banner (Wed) | 5,699 |
| Rome News Tribune (E) | 19,942 | Johnson City Press-Chronicle (M/E) | 26,267 |
| Savannah Herald (Wkly) | 6,000 | Kingsport Times News (M/E) | 42,764 |
| Savannah News Press (M/E) | 77,020 | Knoxville Journal News-Sentinel (M/E) | 157,641 |
| Savannah Tribune (Wkly) | 5,000 | Morristown Citizen Tribune (E) | 20,384 |
| Thomasville Times-Enterprise (E) | 10,627 | Newport Plain Talk (M,W,F) | 11,325 |
| Tifton Gazette (E) | 10,164 | | <hr/> |
| Valdosta Times (E) | 17,921 | | 462,346 |
| Warner Robins Sun (E) | 10,302 | | |
| | <hr/> | Virginia | |
| | 961,604 | Danville Bee Register (M/E) | 25,993 |
| North Carolina | | | <hr/> |
| Asheboro Courier Tribune (E) | 14,438 | | 25,993 |
| Asheville Citizen (M/E) | 67,262 | West Virginia | |
| Burlington Times News (E) | 27,522 | Bluefield Telegraph (M) | 28,739 |
| Charlotte Observer News (M/E) | 221,209 | | <hr/> |
| Concord Tribune (E) | 12,243 | | 28,739 |
| Durham Herald Sun (M/E) | 63,334 | GRAND TOTAL: | |
| Elizabeth City Advance (E) | 11,549 | | <hr/> |
| Fayetteville Observer Times (M/E) | 62,958 | | 5,545,797 |
| | | | <hr/> |