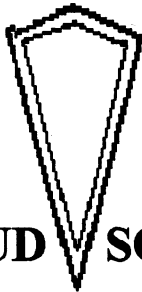


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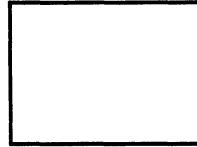


WILLYS

Subscriptions:
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Single Issue:
\$6.50

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FARNA Systems Publishing
Post Office Box 321
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AMERICAN

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Currently Supporting American Motors, Rambler, Nash, Hudson, Willys, and Jeep Historic Vehicles.

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A magazine devoted to many of the small, yet historically significant, American automobile manufacturers!



A Magazine for you and your car...

"American Independent" was created with the enthusiast in mind. There are plenty of clubs and information sources available, but all are limited in scope to certain makes or models. The publisher had to necessarily limit the coverage of American Independent, but a wide range of models is represented. The limiting factor for the first year has been an association with the last of the American independent auto makers, American Motors Corporation. Together, the publisher and subscribers will explore the connections between these companies, their histories, and all aspects of their products. A high degree of emphasis will be placed on technical issues such as driving improvements and restoration. There will be some performance information, but the emphasis will be on the everyday autos which made up the bulk of sales.

As the editor and publisher, I believe that I have a duty to all readers. This duty is to create an interesting product with good, useable information devoid of any personal biases and opinions, marque preferences, or club politics. The many auto clubs support the hobby and play a very significant part in keeping historic vehicles alive. There have been times, however, where club politics and personal biases have caused friction within the small independent make clubs. This WILL NOT be an issue with American Independent!

The publisher is not in any way recommending that readers not support one or more clubs associated with their favorite marque. On the contrary, we encourage club participation and membership! Our goal is to be complimentary to clubs, not take their place. There are still many services that clubs provide, so take advantage of them! We are working on establishing a reciprocal advertising campaign with the major national clubs. To encourage club memberships, we are also offering a \$2 discounts for membership in clubs that charge over \$15 in annual dues. Just send in a copy of your current club membership card to qualify. Since we still have to pay for magazine production, discounts are limited to a maximum of two clubs (\$4).

The main editor and production manager will be

myself, Frank Swygert. I have a great deal of information on all of the represented makes, enough to write a book on AMC ("The Compact Chronicles", 1992, self-published) and its relatives. But I have no wish to write the entire magazine! I don't want to impose my personal interests, opinions, and occasionally misinformation (I don't know everything!) on readers. I encourage readers to submit personal and factual stories, information, or any type article or tidbit that would be of interest to other readers. There will be several associate editors like John Rosa (in charge of Internet resources) with their own areas of expertise. But don't let that keep you from writing! Even if you don't have an article submission, we need your feedback and questions so we will know what directions the magazine needs to go!

The format of the magazine will be simple. Standard size paper will be used (8.5"x11"). Rather than saddle staple as most magazines are made, we will simply side staple and hole punch the pages technical journal style. This keeps costs down and flexibility high, as pages can be added or subtracted in twos, not fours as a folded page would require. Printing will be all black and white at first. As the subscriber base grows, some spot color or color photo plates will be added. The single page, side stapled format will easily allow insertion of a double sided color page. There will be a guaranteed 24 page minimum size per issue.

We will begin publication with a quarterly at a full price of \$24 per year in the US and Mexico. Canadians subscriptions will have a full price of \$28 US due to higher shipping cost. Overseas readers will be required to pay \$35 to cover air mail postage. The previously mentioned club discounts will be subtracted from all full prices. The first issue is planned to appear in late October or early November of 1997. The publication schedule will be approximately every three months... Jan/Feb/Mar, Apr/May/Jun, Jul/Aug/Sep, and Oct/Nov/Dec. The target mailing date will be from the middle of the first month to the end of the second. The exact date will depend on production requirements and when articles become available for use. It is the publisher's policy to be as open and honest with the operation of the magazine as practical. If there are any possible delays or problems, subscribers will hear them and/or get explanations directly from the publisher.

It is impossible to determine the success of a publication from the start. FARNA Systems has, however, been publishing a technical journal for a small, obscure computer and operating system with some success for the last four years (recently sent the first issue of the fifth year!). Based on our experience, there is a high degree of success anticipated for "American Independent". The subject is broader and there is more participation. The magazine is expected to grow to the point that other independents may be slowly added or make "guest appearances" in future issues. All money collected is kept in a separate fund and accounted for. Should we not receive enough subscriptions to warrant continued publication, we plan on printing through the majority of subscriptions then sending prorated refunds for any remaining issues. For this reason, we will only accept one year subscriptions for the time being. Readers will be kept posted of our progress through the editorials.

Since you requested this brochure, it is safe to assume you are at least interested in "American Independent". We encourage you to give us a chance by subscribing today! Please send the required amount to:

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Alternately, individual issues can be purchased for the cover price of \$6.50 each (no discounts provided). We implore you to send in your subscription today, or to at least order a sample copy. We look forward to providing you with the best support we possibly can! And while you are writing, let us know what your personal interests are, and what vehicles you own. This will provide us with valuable information for planning future issues.

Direct all inquiries and submissions to the above address or via electronic mail: dsrtfox@delphi.com

