

HALVA Herald

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Record sales of the new line of music boxes has boosted first quarter revenues to the tune of 2 million dollars. It is expected that by the year 1995, one out of every 3 people in the United States and Canada will own a music box.

On the drawing boards are music box watches, dash-board models for cars, waterproof boxes for showers, ultra-light boxes for backpackers, and even an amplified music box that plays a disco version of "Que Sera Sera."

Music boxes with figurines depicting the following occupational motifs will be available in June:

Airline Navigators
Dog Trainers
Lottery Winners
Mercenaries
Quilters

Research indicates that the upsurge in purchasing music boxes stems from a trend towards the traditional. In addition, the actual music has been found to be beneficial to the emotional and physical well-being by reducing stress on the nervous system.

After extensive testing, Dr. Hugo Nebula, famous tonal physicist, claims that the vibrations of the metal tines in a music box intone a series of sympathetic notes within the lumbar region, resulting in a harmonious healing of the emotional psyche.

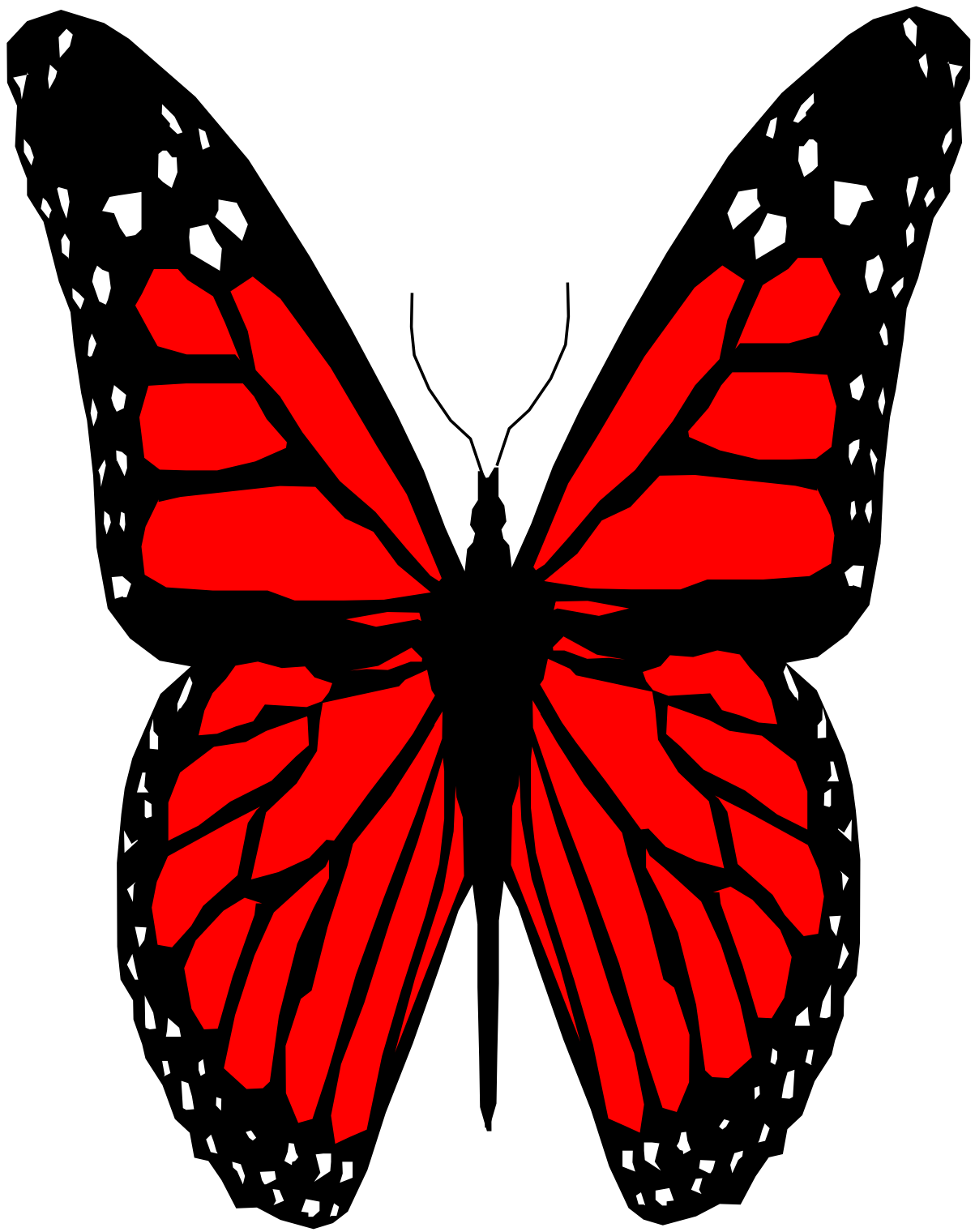
Even reports of UFO sightings are now being attributed to the playing of certain melodies on a music box.

When flying saucers were seen hovering last September over a cornfield in Iowa, a music box was blamed.

Training Classes and Seminars

Our fourth in a series of guided imagery revivals will mentally transport everyone from Pokorney Stadium to the rain forests and beaches of Kuai. (A \$5 donation is requested for the experience.)

Those attending the revival must be accompanied by their own medium, and have attend the first three revivals in the series.



A course in telephone etiquette and actual phone operation will be offered three times a day starting on Monday. Contact Wendy at extension 345, or by dialing (800) 378-5000.

For those in the company who are planning on traveling home for the Christmas holidays, a course on gastronomic survival will be offered on alternating Tuesdays beginning in October. For details, contact Grandma Weintraub at extension 335, or by dialing (800) 378-5010.

HALVA Goes Retail

A turning point in the history of HALVA International came on January 18th at the Grand Opening of the first HALVA retail outlet in over 50 years as a mail-order house for fine jewelry.

Attending the opening were city officials, the Governor of New York, and the Prime Minister of Atlantis. Our own illustrious President was there at for the occasion, and warmly greeted all in attendance.

The reaction from customers was encouraging, with many impressed at the quality line of merchandise and competitive prices throughout the store.

By the end of this year several other retail outlets will be opened.

Tradition in the Marketplace

The scene is familiar around the world. Mary Smith enters a retail store looking for the perfect gift for an anniversary or family birthday. Attracted to the music boxes, she finds just the right one, only to turn over the price tag and decide that a box of expensive chocolates would be a much more sensible gift.

Customers like Mary Smith are often viewed by retailers as hopelessly frugal. However, recent studies indicate that tradition may play a key role in purchasing a music box.

The above table lists the average price customers paid for a music box in several different countries. In those countries where the music box is seen as a good investment or a gift of quality and tradition, the average price is significantly higher.

With these facts in mind, the Marketing Department is developing a new ad campaign that emphasizes the idea of the music box as a treasured heirloom (much like a diamond ring or cedar chest).