

Nanook O. T. North
Ice Castles Eskimo Igloo Construction Co.
3200 Polar Bear Way
North Pole, AK 97012



December 27, 1961

Dear Nanook,

It was an honor to meet you during the Iditarod race last month. Once again I appreciate your hospitality letting me stay in your igloo. Your gift of a flint-tipped spear will become a treasured memento for me.

But there is a far more important reason for this letter than just thanks. You see, I'm writing out of a deep personal concern for your future and the future of your family. Nobody in your position wants to think about it, but there's a growing *threat* to your business that you simply cannot ignore any longer.

Global Warming is here.

When you gave me a tour of your igloo construction company, Ice Castles Eskimo Igloo Construction, Inc., I was impressed with your lifelong commitment to maintaining the semi-spherical quality of your structures for which you're famous. But most importantly, I was impressed with your being forward-thinking enough to maintain a **full inventory** of your primary building material, ice. But with the scientific world now almost entirely in agreement, there is little doubt that global warming could literally melt your profits away right before your eyes!

How would you feel seeing your company shrink a little smaller every day? How would you address the needs of your customers if your building material stockpile just disappeared? A year from now, you could be standing at the foot of a glacier watching your fortune falling into the ocean in huge chunks... floating away.

When you contract with **Absolute Zero Ice Brokers**, you'll have the security of knowing that your business **can** and **will be able to bridge the supply gap between Ice Ages**. With three temperature controlled warehouses conveniently located above the Arctic Circle, we take pride in our guarantee that "Hell will freeze over before ice delivery to our customers is interrupted". Whether it's individual frozen icicles to decorate your family's home for the Holidays, or large blocks of blue-tint ice for large igloo construction companies like yours, your chances of running out of ice with us are, well, Absolute Zero!

Down in the rest of the country, getting the news that "your assets have been frozen" is a sign of serious difficulty... but in your unique business having your assets *un-frozen* could spell doom! Liquid assets may be highly desirable for other businessmen, but in the Arctic only ice is cold, hard cash. The rest of the world is creating greenhouse gases and destroying the ozone layer... because it's good for their business. But who's looking out to protect what's good for *your* business? Absolute Zero Ice Brokers, that's who!

I look forward to hearing from you, to insure your igloo construction company's continued success. But hurry, unfortunately our prices won't be frozen for long,

Frosty

Frosty T. Snowman
Absolute Zero Ice Brokers
1-800-ICEBERG
snowman@absolutezero.ice