

'To Be the Best, Befriend the Best'

"The Wall Street Journal has always been a 'Mainstream' Publication."

The key to professional success and financial viability in a competitive, high-speed IT environment is a fresh flow of information.

Dear Fellow Professional,

It's alright to make the claim to *be* a professional if you make a good living doing what you do well.

That little statement about 'befriending the best' sounds like something Ben Franklin would have cooked up. In fact, had the Wall Street Journal existed in Ben Franklin's day, we suspect that he would have been a loyal reader.

Young Ben was an avid reader and aspiring writer. But his legendary success as an entrepreneur was something he had to work at.

His father once commented that his son's writing "*fell far short in elegance of expression, in method, and in perspicuity...*" Ben's response: "...I saw the justice of his remarks and thence grew more attentive to the manner in writing, and determined to endeavor at improvement"

Bottom line: Ben Franklin became a great *writer* because he worked hard at being a great *reader*. He would have enjoyed *The Wall Street Journal* in his day. as much as the Journal would have enjoyed him. They're *both* still a great read. Just imagine. Both could have even further improved their journalistic skills, and we *all* would have shared the literary dividends.

We still can, and do.

Making the right investment in *reading*, much like making good choices about the company you keep, is critical to your success. That's just common sense.

But here's an advantage that Ben Franklin never enjoyed in his day – the ability to read a document daily that provided accurate, relevant information on everything from the financial state of the world to the current price of the tea in China.

Today, *The Wall Street Journal* is America's premier financial news journal, with full-length commentary by the best writers in every conceivable field: Money Markets, World News, Technology, Journalism and the Arts, Health and Travel, Lifestyle, and much more

A new subscriber wrote recently that what prompted him to take the proverbial leap to the Journal was an unsolicited comment from a very successful colleague. In the middle of an inspiring exposé to aspiring writers, his colleague made a rather simple, straightforward observation:

"You need to stay informed...Your professional career depends upon your knowledge of current global, cultural and financial trends. One of the things I do daily is read the Wall Street Journal. It is unquestionably the best paper out there...It is extremely well written and is an indispensable resource for professional writers."

So the writer/subscriber did a bit of research. He discovered that the Journal had been the recipient of 33 Pulitzer Prizes for Journalism since 1947, the first year the prestigious awards were granted. But what really impressed him, in addition to its peerless reputation for research and reporting, was the Journal's legendary grass-roots commitment to the public good.

"Dependability and truthfulness are rare commodities in any enterprise," he observed.

One early morning in 1882, the same year that Dow Jones & Company was founded, a couple editors who understood the importance of providing sound financial advice, and working from a makeshift basement office, scribbled their first brief financial up-dates ('flimsies') and *hand-delivered* them to their subscribers on the streets of Manhattan.

Seven years later, on July 8, 1889, they turned out the first copies of the "Customers' Afternoon Letter," which sold for 2 cents a copy. *The Wall Street Journal* was born.

Take some good advice from a professional writer and cherished subscriber: "It's never too late to befriend the best." Give us a call toll-free at 1-800-JOURNAL, for more information, or simply [CLICK HERE](#) to subscribe TODAY.

Cordially,

Leslie Hinton
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The Wall Street Journal