

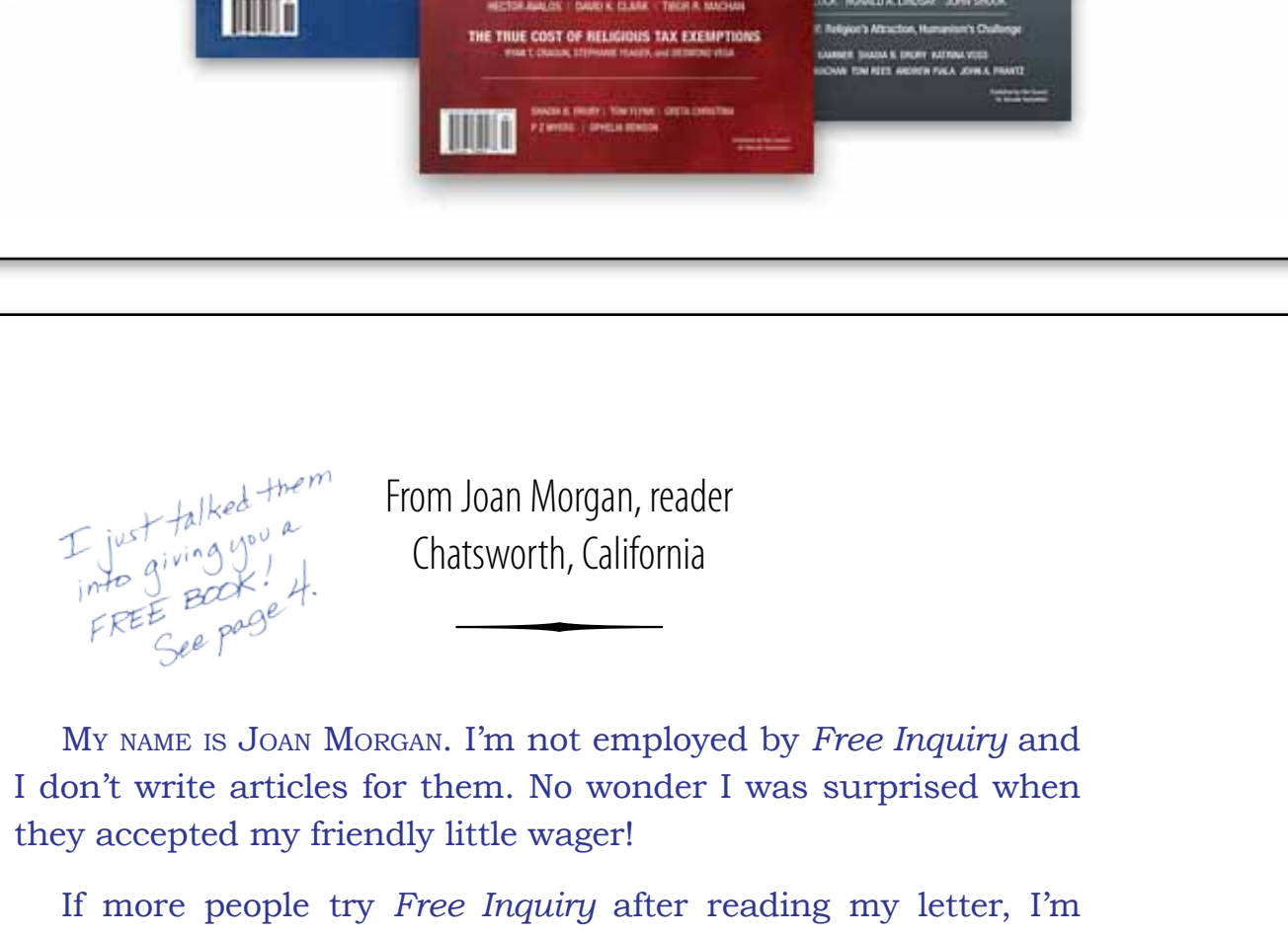
“I wrote to *Free Inquiry* and told them they needed to do a better job of letting people know about their wonderful magazine. I even proposed a little wager. *I never expected them to take me up on it ...*”

Jeff Morgan
Jeff Morgan, reader

Name A. Name
123 Name of Street
City State 00000

Great offer inside

(Here's a hint: You get something valuable for FREE)



I just talked them into giving you a FREE BOOK! See page 4.
From Joan Morgan, reader
Chatsworth, California

My name is Joan Morgan. I'm not employed by *Free Inquiry* and I don't write articles for them. No wonder I was surprised when they accepted my friendly little wager!

If more people try *Free Inquiry* after reading my letter, I'm taking a friend to lunch, sending the editor the bill, and lording my victory over him for as long as I want. If not, the editor—his name is Tom—is going to lunch and sending me the bill.

What he doesn't know is that I contacted *Free Inquiry's* back office and talked them into sending you a **FREE copy with no strings attached**. I'll tell you how I did that in a moment.

You'll be doing me a great favor if you accept your free issue. I mean, I'd enjoy that lunch, and you can afford **FREE**, right?

Dear New Friend:

The things I get myself into! Here I am, wondering how on earth I'm going to convey in just a few words why I think *Free Inquiry* is the find of a lifetime. I'll do my best for you, and I thank you in advance for hearing me out.

Let me start with a comment that I seem to get all the time: "Joan, I don't get it. You care about things like ethics and integrity—even though you're not religious."

Even though I'm not religious? Maybe because I'm not. History has repeatedly shown that freedom and decency move forward only when brave people drop the dogma and engage their noggins.

Which is why *Free Inquiry* matters. It is the world's leading magazine for a noggin-based approach to freedom, rights, and human decency. It's all about understanding the universe and solving human problems from a nonreligious life stance by relying on science, naturalistic philosophy, and humanist ethics.

Don't get me wrong. Better than 16 percent of *Free Inquiry* readers are religious or religious humanists. But even they agree that the way to better humankind isn't through religion, and that the time to better humankind isn't in a hoped-for next life,

but now, in this one.

If you feel that way, too—I'm betting you do—hold onto your hat. You're about to experience a magazine that informs, advocates, deepens perspective, and promotes critical thinking like no other.

A look inside

Opening an issue of *Free Inquiry* is like sitting down for an intimate visit with the world's sharpest scientific, philosophical, and political minds. Published by the nonprofit Council for Secular Humanism, *Free Inquiry* applies humanity, reason, and a voice of sanity to the big questions.

Let's leaf through some past issues of *Free Inquiry* together ...

- I loved the special "Blasphemy Issue." It tackled religious presumption head-on with articles like "Nothing Should Be Immune from Criticism" ... "The Harms of Blasphemy Laws" ... and "The Importance of Being Blasphemous."
- Those who think society needs religion to tell it how to behave should read "How Morality Has the Objectivity that Matters—Without God" ... "The Pointlessness of Religious Morality" ... and "Debunking the Myth of Civil Rights as a Church-Based Movement."
- If you're in the mood for controversy, try "Jesus Was No Man of Peace: The Bible Says He Was a Violent Coward" and "Easter: What Really Happened?"
- A series entitled "The Faith I Left Behind" provides a rare, inside look by former adherents of various faiths, including Catholic, Protestant, Evangelical, Islam, mysticism, Progressive Christianity, Krishna, Seventh-day Adventist, and more.
- I can think of no better life than the present one to read "The Myth of an Afterlife" and "Origin of Afterlife Beliefs by Means of Memetic Selection."
- "Hobby Lobby and the New Bible Empire" recounts the story of a zealous family, the company they built, and terrifying implications of the *Burwell v. Hobby Lobby* decision.
- "Betting on Jesus: The Vanishing of the Christ" suggests that it is possible know if Jesus is resurrected Son of God—and comes up with a firm *no*.
- A must-read is "Why Secularism Is Necessary for Women" by physician and prolific author Taslima Nasrin, whose 35 books are in 30 languages. Banished from her native Bangladesh, she has earned worldwide recognition from nations, universities, and organizations.

There's "Honest Atheism" ... "Why Abortion Can't be Separated from Contraception" ... "The Rise of Global Fundamentalism?" ... and more. The fact is, *Free Inquiry* is like a

treasure chest filled more great articles than I can possibly list here.

Besides feature articles, each issue of *Free Inquiry* contains regular departments, such as **Op-Ed entries** on a host of topics ... updates on **church-state matters** ... views on **science and religion** ... perspective on **secularity and civility** ... **reader feedback** ... and—avid reader that I am, this is one of my personal favorites—**book reviews**.

Who else is reading?

I'm not the only reader who is grateful to have discovered *Free Inquiry*. Here's a sampling of what other readers have said:

"A sense of clarity seemed to fall on me that I'd been searching for, for a very long time. I finally had a home." — Z. C.

"*Free Inquiry* ... has opened an entire world of freethought to me that I had only glimpsed before." — G. H.

"When I'm asked what the value of my life is without God I reply, the value of my life is what I make of it." — B. W.

When you subscribe to *Free Inquiry*, you join something of a who's-who of readers. *Free Inquiry* readers are *open-minded* and *smart*. You can tell at a glance that this magazine isn't for the complacent or the shallow. And though a college degree is no measure of intelligence, I was interested to learn that four out of five subscribers are college graduates, and more than half of them hold advanced degrees. All told, it's clear that *Free Inquiry* readers are the kind of people who like to explore, dig deep, and think.

Besides believers and religious humanists, *Free Inquiry* readers run the gamut: secular humanists, agnostics, atheists, scientific naturalists, new atheists, and various combinations of all of the above. If I had to come up with an all-inclusive description, I'd say readers are *intelligent, curious, and fair-minded*.

Perhaps the surest sign of a quality publication is how long readers stick with it. Nearly half of *Free Inquiry* readers subscribed over three years ago. More than half of them subscribed over five years ago. This is obviously a magazine that stays fresh and compelling.

I went around Tom to get you a FREE copy, no strings attached (not to mention TEN BUCKS OFF if you decide to subscribe)

I could blab all day, but there's no better way to show you how great a magazine *Free Inquiry* is than to send you the latest issue and let you experience it for yourself. Tom thinks so, too—but he thinks you should pay for it—and I don't.

I mean, **what's up with that?** Since you're *Free Inquiry's* favor of taking a look, I think *Free Inquiry* should give you the latest issue, **FREE, with no catch and with**

no strings attached.

That's where Tom and I part, so I contacted *Free Inquiry's* back office. (Yep. I went around Tom. He'll live.) "Look," I told them, "start their subscription with the *second* issue. Give them the *first* one FREE. If they don't love it (come on, you *know* they will), let them keep the free issue and give them back their money—all of it. It's only fair."

I wasn't through. I told them that you deserve a discount if you decide to keep your subscription, and that the longer your subscription, the bigger your discount should be.

You'll like what we worked out. A one-year subscription goes for \$35, but don't you pay that. As a thank-you for replying to my letter, your price will be just \$24.95—a savings of \$10.05. Subscribe for two years and instead of \$58,00 you'll pay just \$44.95 (save \$13.05). Three years gets you the best deal: instead of \$84, pay only \$59.95 (save \$24.05). That's three whole years for a little more than the regular price of two.

I took all of the risk out of it for you

For the life of me, I can't imagine why you wouldn't take me up on this. You'll get to examine the latest issue of *Free Inquiry* absolutely free, with no obligation, and without risking a single penny. And if you decide to keep your subscription, you'll save at least \$10.05 and as much as \$25.05.

Take your time examining your free issue. If you agree that *Free Inquiry* is the treasure I said it is, sit back and let your subscription begin with the next issue. If for any reason you're not totally thrilled with your free magazine, just call, write, or email *Free Inquiry* within four weeks of receiving it to cancel. You will receive a full, no-hassle refund. (You can also cancel later, and not pay for undelivered issues.)

Your first issue of *Free Inquiry* is FREE ... you can cancel and get a full refund ... and save a BUNDLE if you decide to keep your subscription. Why on earth *wouldn't* you say YES?

To accept my offer—and to help ensure that Tom reimburses me for lunch—complete and mail the enclosed Free Issue Acceptance Card, call toll-free 1-800-634-1610, or visit FreeInquiry.net/go-joan. I hope you'll take care of it right now while it's on your mind.

Kindest regards,

Joan Morgan
Joan Morgan
Fellow reader

P.S. Getting *Free Inquiry* to go for this offer wasn't easy. To my knowledge, this is the first time **ever** that they've agreed to give away the latest issue FREE, and it may be the last. Since **there's no risk to you at all**, I urge you to take advantage of it **now**, before they change their mind.

NEWS FLASH! FREE INQUIRY just agreed to give you the new 176-page book 'The Harm Done by Religion' FREE. See order form for details!

Read this only if you've decided **not** to accept Joan's offer

Competitive though I may be, I have never hoped to lose a bet as much as I hope to lose this one.

Tom Flynn here, the infamous editor who stands to pick up lunch for Joan Morgan and friend if she gets enough people to try *Free Inquiry*.

And she just might. After all, she persuaded the folks in the back office to send you the latest *Free Inquiry*, FREE, with no obligation to continue. I'll tell you, that blew me away. But you know what REALLY blows me away? The thought that someone, anyone, wouldn't go for it. When I'm offered something of that much value for free, I don't say yes, but HELL yes.

Think it through. The world's leading humanist magazine has offered you its latest issue, FREE. You can cancel, get every cent of the subscription price back, and keep the issue with our compliments.

There is absolutely no way you can lose. If you love *Free Inquiry* and want to keep receiving it, you win. If you cancel but keep the free copy, you've spent nothing and you win.

This should be the easiest decision you ever make.

Between you and me, nothing would please me more than to have to pony up for lunch.

Go ahead. Make Joan's day by giving *Free Inquiry* a try. Just complete and mail the enclosed Free Issue Acceptance Card, call toll-free 1-800-634-1610, or visit FreeInquiry.net/go-joan.

Kindly yours,

Tom Flynn
Tom Flynn
Editor, *Free Inquiry*

At the last minute, I talked the folks in the back office into another freebie for you. (They must be so tired of hearing from me by now.) They agreed to send you *The Harm Done by Religion*, a brand-new book in their popular "Best of Free Inquiry" series.

And I do mean **brand-new**. It's being printed right now, as I write. It's 175 pages of sheer brilliance on an important topic by some of secularism's greatest thinkers, including Peter Singer, Richard Dawkins, and the late Christopher Hitchens. Your only challenge will be deciding which article to read first.

Enjoy,
Joan

Not sure if *Free Inquiry* is right for you? Take this short quiz.

The "Is Free Inquiry Right for Me?" Quiz

Place a checkmark next to each statement that strikes a chord. Once you've totaled your checkmarks, see below to learn what they reveal.

- | | |
|--|--|
| <input type="checkbox"/> We are committed to the application of reason and science to the understanding of the universe and to the solving of human problems. | <input type="checkbox"/> We believe in the common moral decencies: altruism, integrity, honesty, truthfulness, responsibility. Humanist ethics is amenable to critical, rational guidance. There are normative standards that we discover together. Moral principles are tested by their consequences. |
| <input type="checkbox"/> We deplore efforts to denigrate human intelligence, to seek to explain the world in supernatural terms, and to look outside nature for salvation. | <input type="checkbox"/> We are deeply concerned with the moral education of our children. We want to nourish reason and compassion. |
| <input type="checkbox"/> We believe that scientific discovery and technology can contribute to the betterment of human life. | <input type="checkbox"/> We are engaged by the arts no less than by the sciences. |
| <input type="checkbox"/> We believe in an open and pluralistic society and that democracy is the best guarantee of protecting human rights from authoritarian elites and repressive majorities. | <input type="checkbox"/> We are citizens of the universe and are excited by discoveries still to be made in the cosmos. |
| <input type="checkbox"/> We are committed to the principle of the separation of church and state. | <input type="checkbox"/> We are skeptical of untested claims to knowledge, and we are open to novel ideas and seek new departures in our thinking. |
| <input type="checkbox"/> We cultivate the arts of negotiation and compromise as a means of resolving differences and achieving mutual understanding. | <input type="checkbox"/> We affirm humanism as a realistic alternative to theologies of despair and ideologies of violence and as a source of rich personal significance and genuine satisfaction in the service to others. |
| <input type="checkbox"/> We are concerned with securing justice and fairness in society and with eliminating discrimination and intolerance. | <input type="checkbox"/> We believe in optimism rather than pessimism, hope rather than despair, learning in the place of dogma, truth instead of ignorance, joy rather than guilt or sin, tolerance in the place of fear, love instead of hatred, compassion over selfishness, beauty instead of ugliness, and reason rather than blind faith or irrationality. |
| <input type="checkbox"/> We believe in supporting the disadvantaged and the handicapped so that they will be able to help themselves. | <input type="checkbox"/> We believe in the fullest realization of the best and noblest that we are capable of as human beings. |
| <input type="checkbox"/> We attempt to transcend divisive parochial loyalties based on race, religion, gender, nationality, creed, class, sexual orientation, or ethnicity, and strive to work together for the common good of humanity. | Here's what your total checkmarks reveal: |
| <input type="checkbox"/> We want to protect and enhance the earth, to preserve it for future generations, and to avoid inflicting needless suffering on other species. | <i>Free Inquiry</i> stands for every one of the above values. The more you checked, the more you're going to love this magazine! |
| <input type="checkbox"/> We believe in enjoying life here and now and in developing our creative talents to their fullest. | |
| <input type="checkbox"/> We believe in the cultivation of moral excellence. | |
| <input type="checkbox"/> We respect the right to privacy. Mature adults should be allowed to fulfill their aspirations, to express their sexual preferences, to exercise reproductive freedom, to have access | |

For fastest service call toll-free
1-800-634-1610
or visit
FreeInquiry.net/go-joan



FREE ISSUE REQUEST
IMMEDIATE ATTENTION, PLEASE

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Free Issue Acceptance Card
New subscribers only

- I accept your **no-risk offer**. Please send my **FREE copy of the latest Free Inquiry right away**. If I love it as much as Joan says I will, I'll do nothing and you can start my subscription with the next issue. I understand that if I cancel by email, letter, or phone within four weeks of receiving my free magazine, you'll refund every cent of the amount checked below, no questions asked, no argument, and I still get to keep my free magazine.
- I wish to receive (unless I cancel):
 ONE YEAR for just \$24.95 (save \$10.05)
 TWO YEARS for just \$44.95 (save \$13.05)
 THREE YEARS for just \$59.95 (save \$24.05)
- My check or money order payable to CEN is enclosed
 Please charge my:
 MasterCard Visa AMEX Discover

Joan says I also get a FREE copy of the new, 175-page book *The Harm Done by Religion*. Be sure to enclose it with my FREE magazine.
 Signature: _____
 Daytime phone: _____
 Email: _____
 Exp. Date: _____
 We apologize for any errors in your name or address. Please mark any corrections.

Name A. Name
123 Name of Street
City ST 00000

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