

# Greed, Avarice & Lust

Dear Fellow DAKonian,

A few weeks ago, I was glancing through an advertising magazine and was surprised to find an article that mentioned DAK. It said the DAK catalog could never be described as 'slick.' I thought that was odd because the article made not being 'slick' sound like a bad thing. Well, I started DAK over 25 years ago, and I've seen a lot of 'slick' catalogs come and go in my time. Frankly, it seems to me that most of those catalogs believe that lust is the prime motivator of the day.

Just take a look at one of the so-called 'slick' catalogs and I think you'll see what I mean. Most of them are full of beautiful, sexy models. Now I like gorgeous models just as much as the next guy. I just don't think they belong in an electronics catalog.

Back when I was selling blank tapes to schools, I used to set up my little booth at over 25 educational trade shows a year.

I quickly discovered that if I had a pretty girl in the booth with me, lots of people would stop. But, the people who stopped usually weren't interested in learning about what made my tapes special. All they ever wanted to do was talk to the pretty girl.

So, I quit using a model. Sure, fewer people stopped at my booth. But, those who did stop were genuinely interested in my tapes. That's been my basic philosophy about the DAK catalog, too.

The way I see it, the DAK catalog is for electronics enthusiasts (like you and me) who want to discover and explore new and innovative electronic breakthroughs. Besides, my wife would object if I started filling my photo studio with pretty girls!

**MORE DAK 'MISTAKES'**  
Another thing you'll notice about the 'slick' catalog companies is that they don't write very much about the products. They'll give you the 'highlights,' but skip all the important (at least to me) details.

But, if you're like me, before you spend your hard-earned money on a CD player or a computer or a speaker system, you want to know as much about it as possible.

That's why I write my in-depth (long-winded?) explanations about each product. I try to tell you how a product works; what I think its good points are and even what I think it's lacking.

But, it seems the hot-shot advertising experts believe that most people aren't interested in discovering how a product works. They say people just want to know what a product does and couldn't give a hoot about the technology behind it.

But, I believe we DAKonians are different. I think you enjoy reading and learning about new electronic breakthroughs, whether you order from my catalog or not.

Some of the best letters I get are from DAKonians who seldom order, but who enjoy reading my catalog anyway. And, that makes it all worthwhile for me.)

I chose to start an electronics company because I love electronics. It's not just a business to me. It's more like a hobby. I like to think of DAK as a club. And, I like to

think of all of us as club members.

## GREED IS GOOD?

The other day I looked up avarice in the dictionary. It basically means extreme greed. And, unfortunately, it seems that avarice is fast becoming the standard among a lot of publicly-held American companies.

A lot of companies are into what I call 'hit-and-run' marketing. They're only interested in making a lot of money as quickly as possible. They don't care about developing long-term customer relationships. And, that's just greed, plain and simple.

You wouldn't believe how many young people come to me and ask me how they can get rich quick in mail order.

It may be trite, but I tell them what my father once told me: "Don't worry about profits. If you take care of your customers today, they'll take care of you and your family tomorrow."

In other words, the key to success is to supply a good product at a fair price, take care of your customers and, in the long run, good things will happen.

I just read an interview with a prominent Japanese businessman. He said that the reason the Japanese have been so successful is that, unlike a lot of big American companies, they look ahead 5 to 10 years, not just to the next quarter.

They don't give up if they don't make a lot of money right away, or if they experience a slump. Instead, they look to the future and work to make it better.

Maybe that's what my dad was telling me. All I know is, I don't want you to order from DAK just once and then forget about me. I want you to order again and again. And, to ensure that you'll come back to DAK, I do everything in my power to make certain you're completely satisfied.

That's why DAK has a toll-free customer service line and a toll-free technical service line to answer your questions both BEFORE and AFTER you order. (By the way, a lot of companies are now making you pay when you call to ask a question... more greed?)

I want to stress that all the DAKonians manning these lines are not 'order-takers.' They're fellow electronics nuts who love electronics as much as you and I do.

On top of DAK's toll-free help lines, the manuals for the computers and computer software DAK offers are written by DAK 'techies' right here in my office.

I think they're the best manuals in the business. They'll guide you step-by-step through everything from copying a disk to installing a mouse to adding pop-in cards.

And, after you've received your computer, in the unlikely event that you have any questions that aren't answered by the manual, you can always call our separate

toll-free software support line.

Plus, unlike liquidators and even high-quality electronics stores, we write special manuals for many products in the catalog.

DAK is the only company I know of that takes you step-by-step through everything from connecting your audio components to programming your VCR.

I think it's very important because if you're my age (forty-something) you never learned how to program a computer or a VCR. But, the DAK manuals have made it possible for thousands of DAKonians to utilize and enjoy this new technology.

## A SPECIAL NOTE ABOUT PRICES

Recently, I've been getting letters from DAKonians pointing out ads that seem to have beaten DAK's prices. On close inspection, I've discovered that some of these ads are for what the advertising gurus cleverly call 'like new' or 'refurbished' products.

What these 'weasel' words really mean are that the products are USED. That's why they seem to cost less. But, you'll never be duped by DAK. I absolutely refuse to carry used ('like-new') products in my catalog.

So, why are DAK's prices some of the best in the industry? **Simply because I'm cheap.** I started DAK with only \$100 and I've always been tight with my money.

I won't charge more for a product than I'd be willing to pay for it. I've turned down countless products because, the manufacturers wanted too much money for them.

In my book, the bottom line is value. Whether you order a \$49 shortwave radio or a \$2,000 stereo system, it isn't the dollars that matter, it's what you get for your money that really counts.

And, when you add in DAK's toll-free software support, customer and technical services, step-by-step manuals, 30-day risk free trial and special extras like the 25 bread recipes I just mailed to all DAK breadmaker owners, I think you'll agree that DAKonians get a lot more than just low prices.

Okay, so maybe I don't have the slickest catalog in the world filled with beautiful models. And, maybe I do write too much for the advertising professionals.

To me, that's not important. What's important is making you happy. And, WHETHER YOU ORDER OR NOT, if you read my catalog and learn about the newest technology and it makes you feel good, then you've made me very, very happy. Thank you for being a DAKonian.

Sincerely,  
DAK INDUSTRIES, INC.

*Drew*  
Drew Alan Kaplan  
President