



**the MOUSE HOUSE™**

A DIVISION OF HAWLEY LABORATORIES  
1741 8TH STREET, BERKELEY, CA 94710  
(415) 525-5533 / TELEX: 172029-SPX-SRFL / INTERNATIONAL CABLE: MOUSE

**PRICE REDUCTION and  
PRODUCT IMPROVEMENT NOTICE**

PURVEYORS OF FINE DIGITAL MICE TO AN EXCLUSIVE CLIENTELE SINCE 1975

April 4, 1983

To All our Valued Customers:

**Here is some happy news for you!**

For some time now we have been in the process of expanding and improving our production capability, primarily by implementing extensive high-production tooling. This has not come easily. We have had to meet our delivery schedules as well as maintain retrofitting parts, evolve new procedures, and train new personnel.

As a by-product of this effort, we have made such improvements in our product that it deserves a new name. We now call it the HAWLEY X063X **MARK II** Mouse.

We have kept the popular case size and styling except for the label. Inside, however, it is a different story.

The shaft-encoder life expectancy has been extended five-fold to the astonishing figure of 300 miles of mouse travel (yes! I said miles) -- that's 75 miles in each of four directions.\* Our warranty covers material & workmanship for a period of one year (or 100 miles) and is extendable to the end user.

The other significant improvement embodied in the **MARK II** is a substantial increase in shock resistance. This is a plus for frustrated programmers.

And now for the real goody! Our new efficiency has permitted us to lower our single unit price nearly 28% (to \$300) effective for all shipments after April 1; and there are 13 quantity price breaks on the way to \$125 each at 50,000 pieces.

Many of you have made commitments for large production orders with scheduled deliveries. The lower prices are of course applicable to these orders and will be reflected in the invoices for all post-March'83 shipments.

In addition, because we are so pleased with our new **MARK II**, we are offering to upgrade all previous mice (serial no. less than 5000) to the current standard for a mere \$30 per unit, plus round-trip transportation.

\* Do not be confused -- our mouse cannot be operated on the freeways, or even in bicycle lanes.

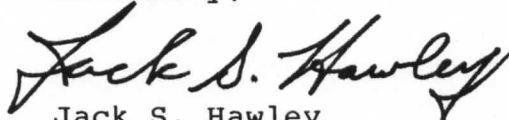
PRICE REDUCTION and PRODUCT IMPROVEMENT NOTICE (CONTINUED):

We must necessarily limit this offer to the second quarter of 1983. If you have shipped units to customers, we will be happy to deal with them directly if you will notify them of this offer. I can assure you that it is a bargain, as we are doing the work at little more than cost.

The addressee of this mailing is taken from your purchase order and is not necessarily the proper (or only) person who should receive this notice. Accordingly, I would appreciate it if you would route copies to the interested parties in your organization.

I would like to take this opportunity to thank you for your patronage and to assure you that **THE MOUSE HOUSE** will continue to stand behind its products now, as we have in the past.

Sincerely,



Jack S. Hawley  
Proprietor

Enclosures: Apr 1, '83 OEM Price List (form: PRICE.DOC)  
Apr 4, '83 Gazette Request (form: GAZREQ.DOC)  
Jul 15, '82 Color Flyer (form: EM )

JSH/NOTICE.DOC