

A New Kind of Hybrid Fights Global Warming

Whether to protect the planet or protect the pocketbook, people want to use less gas today.

But the new mini cars are cramped and less safe. Today's hybrid and electric cars are expensive. And cheaper energy technologies are years away.

But there's a solution we've overlooked. It's the subject of *Hybrid Neighborhoods*, the new Carpe Horam ("Seize the Hour") mini-book readable in about an hour.

The Affordable Hybrids

Living in a Hybrid Neighborhood (HN), says author and urban development specialist John L. Gann, Jr., is like driving a hybrid car. You save gas by burning it only when you need to and not all the time.

A hybrid car makes that possible with an electric motor. A Hybrid Neighborhood does the same thing by putting places closer together.

But as *Hybrid Neighborhoods* shows, HNs aren't those trendy new places you pay through the nose to live in. They're sound but bypassed older parts of our cities and suburbs.

Money for Kids' College

They're areas we've overlooked for half a century in favor of newer places dependent on something that no longer exists: cheap gasoline.

Walking or driving shorter distances, HN residents burn gas only when they need to, not all the time. And money saved on gas goes toward the kids' college, retirement, a dream vacation, or a nicer home.

So with permanent high oil prices—and bloated home prices in most suburbs--HNs are a smart choice. *Hybrid Neighborhoods* shows why.

Faster, Easier Reading

Busy people need information more than ever today. But most have little time to read 200-page books. And 80% of the value of such volumes is in just 20% of their pages.

So Carpe Horam boils things down to under 40 pages readable in about an hour. And user-friendly editing and formatting make Carpe Horam reading easier than book reading.

Here's What You'll Know

**9 ways you can save money living in HNs start on p. 26.*

**Hybrid cars' real mileage may surprise you--page 3.*

**6 reasons HN homes can be great investments--page 22*

**Fears of crime in older areas can be misleading. See p. 16.*

** 8 ways HNs are better places to raise your kids--page 19.*

**Are good schools only in the suburbs? See page 17.*

**2006: paid \$77K for HN home. 2007: sold it for \$300K (p. 23).*

**15 benefits of life in HNs: p. 26.*

**Are you paying a 31% "sales tax"? See page 26.*

**More time for the family: impossible? See page 29.*

Don't Miss Finding Out...

**7 ways HNs do not have the drawbacks we associate with city living--page 15.*

**The real reason Prius hybrid cars sell so well: page 35.*

** Lose weight without exercise on the South **** Diet: p. 34.*

**8 things to do to find a good neighborhood--page 35.*

**How HN living benefits the environment--page 30.*

**Why big chain stores are now moving into HNs. See page 14.*

**\$1,560 a year tax-free just for doing errands--page 26.*

** Why you can age better, even live longer in HNs (page 31).*

**Big cities cold and impersonal? Think again: p. 31.*

**An easier route to fitness—what research shows: p. 34.*

Tips from an Expert

Author John L. Gann has done urban development consulting for older cities from Cleveland to Robinson, IL. Formerly with Cornell University, he's been published in *The Wall Street Journal*, *Land Development*, *Urban Land*, and *Real Estate Today*. He's spoken before state and national associations and has lived in HNs in New York, Chicago, and elsewhere as well as in newer suburbs.

"Makes a convincing case for hybrid neighborhoods."
Sustainable Times

"Hybrid Neighborhoods presents strong arguments for urban living."
Environment & Climate News

Got an Hour?

So don't wait. Just send your okay and get smarter about doing something for the planet...in just about an hour.

Share the Benefits

Realtors, cities, mortgage lenders neighborhood associations, employers, school districts, chambers of commerce, city planners, environmental groups: give or sell copies to your members, employees, or prospects.

Faxe or call toll-free (866) 61-HORAM.

Yes, please send and bill me for [] copies of *Hybrid Neighborhoods* (paperback, 38 pages) at \$9.95 + \$3.00 S&H..

Name _____

Title _____

Organization _____

Address _____

City/State/ZIP _____

Phone _____

E-mail _____