



Copywriting

Allied Barter

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I'll Take Manhattan?

For thousands of years men and women have traded their goods and services. Cloth for spices. Tobacco for weapons. Horses for a big bag of hot bagels with lox and cream cheese.

But in 1626, Dutch settlers in the New World made the most bodacious barter deal in history. For twenty beaded necklaces, a bag o' shells and other nameless wampum, they purchased the island of Manhattan.*

You too can make barter a rewarding part of your business. Trade for the services you need instead of spending cash.

Call Allied Barter today.

*Many tourists visiting New York City believe it was the Dutch who were left holding the bag.