

The \$100 Million Swipe File:

The Greatest Ads and Letters From
The Greatest Advertising and
Marketing Legends Of All Time



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A personal note from Craig Simpson and Brian Kurtz, authors of *The Advertising Solution: Influence Prospects, Multiply Sales, and Promote Your Brand*

Thank you for purchasing The Advertising Solution!

We are so pleased to present to you this priceless swipe file which we know will be a go-to reference tool for years (and decades!) to come.

This 128-page PDF covers products across the board from retail products to mail order books and info products... from health and beauty to financial... and from self-help to business opportunity.

There's also a plethora of ads from Claude Hopkins and David Ogilvy on selling advertising and the business of advertising. Their methods have built two of history's biggest agencies: Lord & Thomas and Ogilvy & Mather.

This PDF was compiled by Lawrence Bernstein, hailed as "the world's greatest direct response researcher" by direct mail copywriting legend, Gary Bencivenga and many more world class copywriters and direct marketers.

Because you're a buyer of "The Advertising Solution" you can claim a FREE COPY of Lawrence's landmark new report, [Persuasion Patterns](#), for marketers, copywriters and business builders. Just follow the above link.

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Claude Hopkins Swipe File

\$100,000,000 Wasted On Ads That Never Pay

We estimate that every year is wasted \$100,000,000 on ads that should never run.

That \$125,000,000 is being spent annually to accomplish what \$25,000,000 should do.

If such ads were put to comparative test, they would all be discarded. And each would teach a lesson which one never could forget.

That is why we pay such remarkable salaries to members of our Copy Staff. One of these writers receives \$1,000 per week.

Yet we have known these men to make, in one month, for one client, more than all of the writers make in a year.

The Many-Man Power

We employ on our Copy Staff the ablest men we know. We have picked them out, in the course of years, by the brilliant results we have seen them accomplish.

No one else pays for such talent what we pay. So we attract here the very best in the field.

Then, in this vortex of advertising—this school of a myriad experiences—these men multiply their powers.

Yet we never permit any one of these men to work out a campaign alone. There is too much at stake.

One man can't know all the pitfalls. One man has limited knowledge, limited ideas and experience. And no one man can average human nature.

Our Advisory Boards

So these men meet in Advisory Boards to work out the campaigns we take up.

Our two Boards—in New York and Chicago—consist of twenty-eight men. Each has a record of unusual success. Each is a master of advertising.

And all of them are learning, all the time, from scores of new undertakings.

This body of men forms the ablest advertising corps ever brought into existence.

One duty of these Boards is to pass judgment on advertising problems submitted. They are glad to consider, without charge or obligation, any question you desire to submit.

They will tell you what is possible and what is impossible so far as men can know.

Why We Succeed

Then these men in conference work out the campaigns of our clients. Methods, plans and copy—all the problems of selling and advertising—are all decided here.

Each brings to bear a wealth of experience. Each one contributes ideas. And they do not finish until the campaign appears to be irresistible.

That is why we succeed. That is why we have grown, through the growth of our clients, to our present enormous proportions.

Thus we make one dollar, often, do the work of ten. Thus we develop, for every client, all of his possibilities.

Back of these men we employ more than 200 people, each one of them skilled in some department of advertising.

No Extra Charge

This incomparable service costs the price of the commonplace. We handle advertising on the usual agent's commission.

We multiply results to multiply advertising. We create successes because successes expand. And our revenue comes through expansion.

We spend on copy what other great agencies spend on soliciting, and we consider it better spent.

Before we had Advisory Boards, too many campaigns failed to bring back their cost. Other agents have the same experience still.

Now our failures are so rare, and our successes so great, that our business has multiplied many times over.

So we need to charge nothing extra. We can better afford to keep accounts than to kill them.

The service which pays our clients best is the service that best pays us.

We have written a book about this New Way—a book that tells what it has done. Every man who spends a dollar in advertising owes to himself its perusal. The book itself is a brilliant example of our advertising powers. Please send this coupon for it.

A Reminder

To Send to Lord & Thomas, New York or Chicago, for their book, "The New Way in Advertising."

Please state name, address and business. Also the position that inquirer holds in the business.

LORD & THOMAS

NEWSPAPER, MAGAZINE
AND OUTDOOR

ADVERTISING

NEW YORK
SECOND NAT'L BANK BLDG.
FIFTH AVE. and 28th ST.

CHICAGO
TRUDE BUILDING
67 WABASH AVE.

Both our offices are equally equipped in every department, and the two are connected by two private telegraph wires. Thus, they operate as though all men in both offices were under a single roof. Address the office nearest you.

This Kind of Copy Costs \$1,000 Per Week

The writer of this ad receives a salary of \$1,000 per week.

He receives it solely because of result-getting powers. Because of the scores of successes which he has helped to create. Because of what he has learned, by twenty years of experience, in multiplying the power of dollars.

He is one of a staff which is known to comprise the ablest ad-writers which the field has developed.

He is one of the many men who, working together, have made Lord & Thomas the greatest advertising agency in existence.

Let him tell you, from the copy side, what this agency means to you.

The Absolute Need For Co-Operation

No advertising campaign can be wisely entrusted to any one man, no matter what his ability.

We employ the best men that we know. We attract them from everywhere by salaries such as no one else pays. Yet we do not trust even the smallest campaign to any one man alone.

Advertising has many pitfalls, and no man can know them all.

Advertising deals with human nature, with all its likes and dislikes, vagaries and prejudices. Rarely can one man measure correctly the world to which we appeal.

One man has limited knowledge, limited powers and ideas. We must multiply men to get from advertising the utmost of its possibilities.

Where so much is at stake, it would be rash to leave the result to a one-man power.

Advisory Boards

So we employ, on every problem, what we call Advisory Boards.

These two Boards—in New York and Chicago—consist of twenty-eight men.

Each of these men is a master of advertising. Each is a veteran of many successful campaigns.

Each has been chosen, without regard to expense, from the best men the advertising world has developed.

Each has vast experience; each well-proved ability. All of them live in a vortex of advertising, where hundreds of experiences constantly come up in review. Together they become pretty nearly infallible.

These men in conference work out the campaigns that come up to us.

They decide on mediums, selling plans and copy. They devise new ways to awake human interest. From all the facts before them, they select the few to discuss.

They consider trade conditions and competition. They work out all selling problems. Each, from his wealth of experience, contributes ideas. And one may be sure that there is no possibility which a Board of such men overlook.

It costs us about \$1 a minute to keep one of these Boards in session. And the only way in which the money comes back is through the multiplied power of the advertising.

To these Boards are due the scores of successes which give us our splendid prestige.

Small accounts grow to large ones; fortunes are wrought from failures; brilliant successes come from semi-successes, because of what these men do.

Let us give you facts and figures,

names and instances. You will be astounded to know what a difference such combination makes.

Back of these men are more than 200 people to carry out the work as directed.

No Extra Charge

We offer this service, on any account we accept, for the usual agent's commission. This brilliant staff serves all our clients at the price of mediocrity.

So the best that all of these men can do costs no more than the commonplace.

Our revenue comes through expansion. When we make it succeed, the small account grows big. Thus scores of permanent accounts are developed which any one man might kill.

It is cheaper for us to keep business than get it. Cheaper to multiply one account fifty times over than to solicit fifty new ones. We need to charge nothing extra.

If you only knew what this service would mean to you, you would write us to call today.

We want you to know, so we have written a book which will tell you. Every man who spends a dollar in advertising owes to himself its perusal. And the book itself is a brilliant example of our advertising powers. Please send this coupon for it.

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NEWSPAPER, MAGAZINE
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NEW YORK
SECOND NAT'L BANK BLDG.
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CHICAGO
TRUDE BUILDING
67 WABASH AVE.

Both our offices are equally equipped in every department, and the two are connected by two private telegraph wires. Thus they operate as though all men in both offices were under a single roof. Address the offices as at you.

Mr. Advertiser, What Does This Mean to You?

Lord & Thomas, the leading advertising agency in America, has opened up in New York.

Not a branch office, but an actual duplicate of the great agency which dominates the advertising field in the west.

They now bring to the east, as they have to the west, the New Way of advertising.

Our new offices occupy one full floor in the Second National Bank building.

We have absorbed the business of the Geo. B. Van Cleve Advertising Agency, and Mr. Van Cleve becomes an officer of our New York concern. The ablest men on Mr. Van Cleve's staff will remain with us.

Mr. Claude C. Hopkins, general head of our Copy Department, will divide his time between New York and Chicago.

Mr. Robert John, of national fame, will be the resident head of our New York Copy Department.

Mr. W. T. Jefferson will be a member of our Advisory Board and of our executive staff.

Two private telegraph wires connect our New York and Chicago offices. So these two offices, equally equipped, will operate as though they were under one roof.

This Effective Service Now at Your Command

This is the agency which, in the last few years, has made such remarkable strides.

This is the source of scores of successes which have come to alter the whole aspect of advertising.

This is the concern which, through result-getting power, has become the greatest agency which the world ever knew.

Now it offers to you, as it long has to others, all its unique facilities.

The New Way

The New Way of advertising, for which this concern is synonymous, means the combining of ideas.

It means bringing to bear, on each campaign, a wealth of experience and of ability.

We deal with problems through Advisory Boards, rather than through individuals.

In New York, this Board consists of twelve men. Each is a man of vast experience and of proved ability. Each is a recognized master of advertising.

These able men live in a vortex of advertising. Every day they solve new problems. All the time they watch the results of scores of campaigns which they engineer. They grow to be almost infallible. No one man—no coterie—can begin to compete with them.

What These Men Do

First, this Board separates the possible from the impossible. They give to every applicant full and frank advice, based on a wealth of experience. This service is free. We invite you to submit your problems.

Their next duty is to make the utmost success of the campaigns which we undertake. The methods, means and copy are worked out in conference, where a dozen men contribute ideas. A competent jury—not a single judge—decides the right and the wrong.

Thus we succeed, and thus we avoid mistakes. Thus we have grown, through the growth of our clients, to our present enormous proportions.

Our Ad-Writers

In this department we pay the highest salaries ever paid in advertising. The head of this department receives \$1,000 per week.

We have worked for years to compose

this department of the ablest men which the advertising world has developed.

We offer to such men rewards and opportunities which exist nowhere else. Then, in this school of experience, where each learns from all others, we multiply their powers.

Thus we have created a corps of brilliant result-getters—the ablest copy staff in existence.

Our total office force, in New York and Chicago, consists of more than 200 people.

No Extra Charge

Yet, the Lord & Thomas service costs you no more than the commonplace. We handle advertising on the usual agent's commission.

Efficiency costs no more than inefficiency—capacity than incapacity—though the difference in results is tremendous.

We simply spend on developing business what others spend to acquire it. It costs us less to multiply one account fifty times over than to solicit fifty new ones. We find it cheaper to keep business than to get it.

We make the small account grow to the large one. Then our profit comes, with your profit, through the expansion. We need to charge nothing extra.

We issue a book which tells what the New Way has done. Every general advertiser, however little he spends, owes to himself its perusal. The book itself is a brilliant example of our advertising powers. Please send this coupon for it.

A Reminder

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TRUDE BUILDING
67 WABASH AVE.

Both our offices are equally equipped in every department, and the two are connected by two private telegraph wires. Thus they operate as though all men in both offices were under a single roof. Address the office nearest you.

You Indoor People


must give the bowels help. Your choice must lie between harsh physic and candy Cascarets. Harshness makes the bowels callous, so you need increasing doses. Cascarets do just as much, but in a gentle way.

Vest-pocket box, 10 cents—at drug-stores. 5¢ Each tablet of the genuine is marked C.C.

Advertising as an Investment

An Enduring Asset—The Soundest Form of Good-Will,
Based on Millions of Preferences

A Lord & Thomas Discussion



**BONDS OF LARGE ADVERTISERS
ATTRACT ATTENTION OF
INVESTORS**

THE bonds and short term notes of large advertisers are especially attractive to many investors. Among our current offerings are those of the following organizations whose names, products, and good-will will have become widely familiar through prolonged advertising:

	Yields about %
Morris & Co. 4 1/2s.....	5.55
Swift & Co. 6s.....	5.80
American Tel. & Tel. Co. Serial 6s.....	5.95
American Tobacco Co. Serial 7s.....	5.95
Graton & Knight Mfg. Co. Serial 7s.....	6.00
Procter & Gamble Co. Serial 7s.....	5.70
Liggett & Myers Tobacco Co. 6s.....	5.75

We offer and recommend these thoroughly investigated securities to investors.
Send for Offering Sheet TA-233

The National City Company
Main Office—National City Bank Bldg.
Uptown Office—Fifth Ave. & 43rd St.

BONDS SHORT TERM NOTES ACCEPTANCES

Reproduced from "The Annalist," of New York City, July 14, 1919

The above advertisement, issued by a subsidiary of the largest bank in America, suggests the great asset which results from right advertising.

The good-will alone, based on millions of preferences, is often worth more than the advertising costs. The current sales are "velvet."

In many rich concerns the chief asset is a trademark. It may be listed at little on the books as a wise financial policy. But sales of such trademarks often reveal an amazing value.

The Broadest Foundation

Good-will gained by advertising is the soundest foundation a business can have. Dealer good-will can't compare with it. Dealer good-will may change very quickly. Some new attraction, new demand or lower price may destroy it in a month.

But advertising wins millions to your side. To win them away is a long, slow, costly course, whatever your competitor's advantage. An advertised position, rightly defended, is rarely won away.

Mothers teach their children to use what they prefer. Thus consumer good-will breeds and perpetuates itself.

Consider the brands which advertising has made household words. Some have grown for generations. Some are so strongly entrenched that an inconceivable force would be needed to displace them.

A patent is a 17-year protection. An advertised name is a perpetual monopoly. It is impossible to create a stronger, sounder, more enduring asset. Yet it often costs nothing, for the advertising pays for itself as it runs.

Only the grossest mismanagement, long continued, can destroy such an asset as that. Only sheer neglect or woeful incapacity can permit a rival to usurp that product's place. And then declines are slow.

Points We Wish to Discuss

Advertising has lately assumed a new importance. The volume is breaking all records. The number of lines to which it proves profitable are increasing at a rapid rate.

Dealer demand is centering on advertised products. Familiar brands are becoming more and more essential. New things are being accomplished by advertising which were scarcely dreamed of before.

We ask to discuss these new phases with any manufacturer who wants more information. Or problems of these sorts:

The advertising possibilities of any line, whether advertised or not.

The methods of proving possibilities at very slight expense.

The ways of creating advertising possibilities where they do not now exist.

Methods for securing quicker results or larger results than at present.

Methods for reducing cost of selling.

Modern merchandising methods, for securing quick, wide distribution at minimum expense.

The Lord & Thomas Agency is 47 years old. It is one of the largest, if not the largest, in the world. It employs 250 people, and does everything connected with advertising. It has conducted hundreds of successful undertakings.

One or more of our leading men will meet you when and where you say, and without any obligation. Let us see what insight our experience can extend you.

The "Milking" Value

Sometimes a test campaign proves an article unpromising. The demand is disappointing. But there is rarely a loss. Enough demand is created in almost the worst cases to eventually pay the cost. Therefore, no one should hesitate at a rational test where the prospects appeal to good judgment.

Sometimes an advertised article goes out of vogue. Styles, habits or tastes may change. Still a certain demand continues for decades. We know of such articles, still paying large profits, where sales efforts ceased from 15 to 40 years ago.

At least one concern has made millions buying up dying trademarks. The persistence of demand, particularly in farming districts, is almost unbelievable.

But most advertised articles are stable. The demand, with right advertising, continues to grow. The advertising is often paid for by the annual increase in volume. So the previous increases and the growing good-will are clear profit.

Lord & Thomas

Advertising

CHICAGO

NEW YORK

LOS ANGELES

SAN FRANCISCO

Some of the products we advertise: Society Brand Clothes, Delicia Canned Meats, Selz Shoes, U. S. Railroad Administration, Quaker Oats, Sun-kist Oranges and Lemons, Sun-Maid Raisins, Aladdin Dye Soaps, Blue-jay Corn Plasters, Palmolive Soap and Toilet Articles, Jiffy-Jell, Pepsodent Tooth Paste, Brunswick Phonographs, Billiard Tables and Tires, Oliver Typewriters, J. I. Case Threshing Machines and Tractors, Holeproof and Luxite Hosiery, Puffed Rice and Puffed Wheat, Marmon Automobiles, Mitchell Automobiles, Van Camp Baked Beans and Soups, Troco Nut Butter, Aromints, Bissell Carpet Sweepers, Hoosier Kitchen Cabinets, Raulang Electric, Richardson Embroidery Silks, Stearns Automobiles, Premier Electric Cleaners, Butter-Kist Popcorn Machines, Miller Tires and Rubber Goods, Langham-High

Clothes, John Morrell Meat Products, Tanglefoot Fly Paper, Safe-Cabinet Co., Icy-Hot Vacuum Products, Ainsworth Seeds, Anchor Auto Tops and Bodies, Tyrell's Institute, Marco Light & Power Plants, J. E. Porter Barr Equipment, Warner Auto Trailers, General American Tank Car Corp., Continental & Commercial National Bank, Greenebaum Sons Bank & Trust Co., Foreman Bros. Banking Co., Hotel Sherman, Johnston Candies, Rubens Infant Shirts, Mary T. Goldman Products, La Creole Toilet Articles, "Lorain" Oven Heat Regulator, Dictographs, En-ar-co Oils, Justrite Corsets, Crown Overalls, Roxane Flours, Lane Bryant, Union Pacific, Wizard Mops and Polish, Chicago Beach Hotel.

Salaries of \$25,000

There are nine men in this office whose salaries average over \$25,000 per year.

Those are pay-roll salaries, paid month by month—not the profits of ownership.

Some dozens of others are highly-paid men. Our pay-roll exceeds \$45,000 per month.

What other concern has nine men in its office, whose salaries will aggregate \$227,000 per year?

Just Salesmen

These men are just highly-trained, masterly salesmen. They devote their whole time to selling goods for our clients.

They expend about six million dollars per year on printed salesmanship. Their sales exceed, probably, \$100,000,000 per year.

They carry tremendous responsibilities, and are paid in accordance with them.

They meet in print tens of millions of buyers. The sales of hundreds of products depend on their ability.

There are very few men whom one dares trust with such vast undertakings. So these rare men stand today among the most highly-paid men in business.

Our Business Is to Get Them

Our success and efficiency lie in getting these men, in training and developing.

We pay more than most advertisers can afford for such service.

Then, through our commissions, the expense is divided.

We supply experience such as no single business can offer. Here these men deal with the selling problems of hundreds of big concerns.

And here, above all, they work in co-operation. They aid each other—mass their ideas. From three to ten of these men combine their abilities on every undertaking.

.....

Mark these facts carefully. There lies the vital value of an Advertising Agency.

All else is merely routine. Countless men can do it. The rare thing, and the all-important, is compelling salesmanship-in-print.

Beyond the product itself, ninety-nine per cent of an advertising success lies in that salesmanship.

What They Do

These men are not mere writers. Some never write a word.

One is simply a scheme man. He works out countless clever ways to get quick introduction.

One is an expert in merchandising. He aids distribution—gets dealers on our clients' side.

One, who never writes at all, knows human nature well. His word is almost final on the best forms of appeal.

One is known as "the wizard of mail order advertising," but attempts almost nothing else.

One is an artist—C. Everett Johnson—selected by us, after years of searching, as the leader of all in Commercial Art.

And one is Claude C. Hopkins, who for 28 years, and in scores of lines, has broken all records in writing copy that sells.

The Wonderful Results

We cannot discuss our clients' concerns. But our clients themselves will gladly tell you what these men have done.

Among them are numbered some of the largest concerns—some of the ablest men in business.

They will tell you how sales have doubled over and over. How stocks have multiplied in value.

They will tell you how small advertising expenditures have grown into hundreds of thousands.

For this part of our story we shall simply refer you to the men who now employ us.

The Crux of the Agency Question

Among the best Agencies commissions are similar. One service costs about the same as another, and always in proportion to what you spend.

The routine work is done equally well.

In selecting an Agency the whole question centers on who can sell most for the money. And that is best decided by the men and their records.

We solicit a chance to let others tell what our men have done. We seek it for mutual profit.

Without any annoyance, any urging for business, we will see that the facts get to you, if you ask it. Just write us to furnish proofs.

LORD & THOMAS

Advertising

S. E. Corner Wabash and Madison

CHICAGO

Such famous Beauty Specialists as DELORD *et* BION, Paris recommend this as most important of all home beauty treatments

"Palm and olive oils, as expertly combined in Palmolive Soap, have a most healing effect and yet provide the deep cleansing which is the very foundation of beauty."

A. Delord et Bion
Roger Bion
65, AVENUE VICTOR HUGO
PARIS



OF THE many celebrated beauty establishments in Paris, one of the largest and most typically Parisian is that of Delord et Bion, capitalized at over 500,000 francs. This unusual growth to prominence has come within comparatively few years and is due to a unique combination of the scientific and the aesthetic, as represented in the two members of this now internationally recognized firm.

The scientific atmosphere which surrounds the Paris beauty salon of Delord et Bion is authentic. Monsieur Armand Delord is skilled in beauty culture and has many years of experience. Monsieur Roger Bion brings to this partnership modern ideas of technique which add the final assurance of perfection to a Delord et Bion treatment.

They themselves feel that much of their success is due to the emphasis they place on home care of the skin.

In this Paris Salon, on the Avenue Victor Hugo, one learns of a rule of skin care based on soap combining oils of palm and olives . . . a rule which has become international in use and is recommended by experts all over the world.

If you were to consult Lina Cavaliere or Madame Valentin Le Brun of Paris, they, too, would advise it. Elise Bock, of Berlin; Madame Bertha Jacobson, of London; Pessl, of Vienna, advocate this same treatment to their aristocratic patrons.

Why palm and olive oils

"We advise all our clients to use the following method," say Delord et Bion.

"First they must use Palmolive Soap because this soap definitely helps the beauty expert in his work of complexion improvement.

"Palm and olive oils, as expertly combined in Palmolive Soap, have a most healing effect and yet provide the deep cleansing which is the very foundation of beauty.

"In addition to Palmolive we prescribe

the use of our cream No. 65. Scientifically prepared, it whitens and softens the skin, agrees with all complexions and retains the powder," say Delord et Bion.

"We also recommend our powder No. 65, which has a very pleasant perfume and is specially made to be used with our cream No. 65."

How best to use Palmolive

With both hands massage a lather of Palmolive Soap and warm water well into the skin two minutes, allowing it to penetrate the pores. Then rinse, first with warm water, gradually with colder. A final rinse with ice water is a refreshing astringent.

For a dry skin, a touch of cold cream before adding powder and rouge; for oily skin, an astringent lotion.

A simple treatment, yet it undoubtedly explains why Palmolive is one of the two largest selling soaps in France—known the world over as home of exquisite cosmetics. Here in America, and in forty-eight other countries, it is more generally used than any other soap.

When smart cosmopolitans seek the most Parisian atmosphere possible for their beauty treatments, they invariably visit the salon of Delord et Bion. These two inimitably French specialists provide just that mixture of the scientific and the aesthetic which delights a discriminating feminine clientele.



Modernism—in decoration as well as in beauty treatments . . . at Delord et Bion. Simple but rich hangings; wide, comfortably cushioned chairs; smart, angular tables accent the art moderne idea in the reception rooms of this Paris salon.



A priceless formula embodying the precious oils of palm and olive, famous since the days of Cleopatra for prolonging health and beauty.

Retail Price
10c

4418

Reo the Fifth---\$1,055

It Took 25 Years to Build It

By R. E. Olds, Designer

I have spent 25 years in building automobiles. Reo the Fifth is my 24th model.

I have watched every improvement, all the world over, from the very start of this industry.

I have had actual experience with tens of thousands of cars, under every condition that motorists meet.

All I have learned in those 25 years is embodied in this car. And I know of no other engineer in the business who builds cars as I build this.

My Precautions

What I mean is this: The need for infinite care, for utter exactness, for big margins of safety is taught by experience only.

Countless things which theory approves are by use proved insufficient.

Splendid cars fall down on little points. The maker corrects them. Then something else shows unexpected shortcomings.

Perfection is reached only through endless improvements. It comes only with years of experience. Were I buying a car I would want it built by the oldest man in the business.

For Example

All the steel I use is analyzed, so I know its exact alloy.

The gears are tested in a crushing machine with 50 tons'

capacity. Thus I know to exactness what each gear will stand. I used to test them, as others do, with a hammer.

I use Nickel Steel for the axles and driving shaft, and make them much larger than necessary. These parts can't be too strong.

I use Vanadium Steel for connections.

One after another I have cut out ball bearings, because they don't stand the test. I use roller bearings—Timken and Hyatt High Duty. There are only three ball bearings in this whole car, and two are in the fan.

I test my magneto under tremendous compression, and for ten hours at a time. My carburetor is doubly heated—with hot air and hot water. Half the trouble comes from low grade gasoline, and this double heating avoids them.

I insist on utter exactness, a thousand inspections, tests of every part. As a result, errors don't develop when the car gets on the road.

Costly Care

I give to the body the same care as the chassis, for men like impressive cars.

The body is finished in 17 coats. The upholstering is deep. It is made of genuine leather and filled with hair.

The lamps are enameled. Even the engine is nickel trimmed. I finish each car like a show car.

The wheels are large, the car is over-tired. The wheel base is long, the tonneau is roomy, there is plenty of room for the driver's feet.

All the petty economies, which are so common, are avoided in Reo the Fifth.

My Level Best

This car embodies the best I know. It is built, above all, to justify men's faith in my designing.

Not one detail has been stinted. Not one could be improved by me if the car was to sell for \$2,000.

Reo the Fifth marks my limit. I will yield my place as the dean of designers to a man who can build a car better.

Center Control No Side Levers

In this car I bring out my new center control. All the gear shifting is done by moving this handle less than three inches in each of four directions.

There are no side levers, so the entrance in front is clear. Both brakes are operated by foot pedals, one of which also operates the clutch.

This fact permits of the left side drive. The driver may sit, as he should sit, close to the cars he passes—on the upside of the road. This was formerly possible in electric cars only.

The Little Price

The initial price on this car has been fixed at \$1,055. But our contracts with dealers provide for instant advance.

This price, in the long run, I regard as impossible. It is based on maximum output, on minimum cost for materials.

We have a model factory, splendidly equipped. Our output is enormous. We have spent many years in cutting cost of production. And this year we save about 20 per cent by building only one chassis in this great plant.

We can undersell others, and always will. But the present price is too low under average conditions. I am sure it must be advanced, and those who delay must expect it.

This car will never be skimmed, while I build it, to keep within an altruistic price.

You Can See It In a Thousand Towns

We have dealers in a thousand towns. When you write us for catalog we will tell you the nearest.

Write to-day for this book. It pictures the various up-to-date bodies, and shows all the interesting facts. The Roadster type sells for \$1,000.

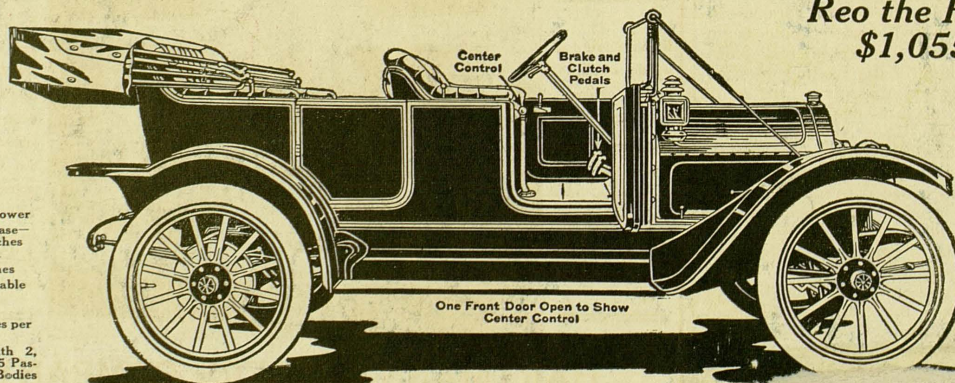
Never was a car in all my experience made so welcome as Reo the Fifth. Men miss a treat who fail to see this car. Address

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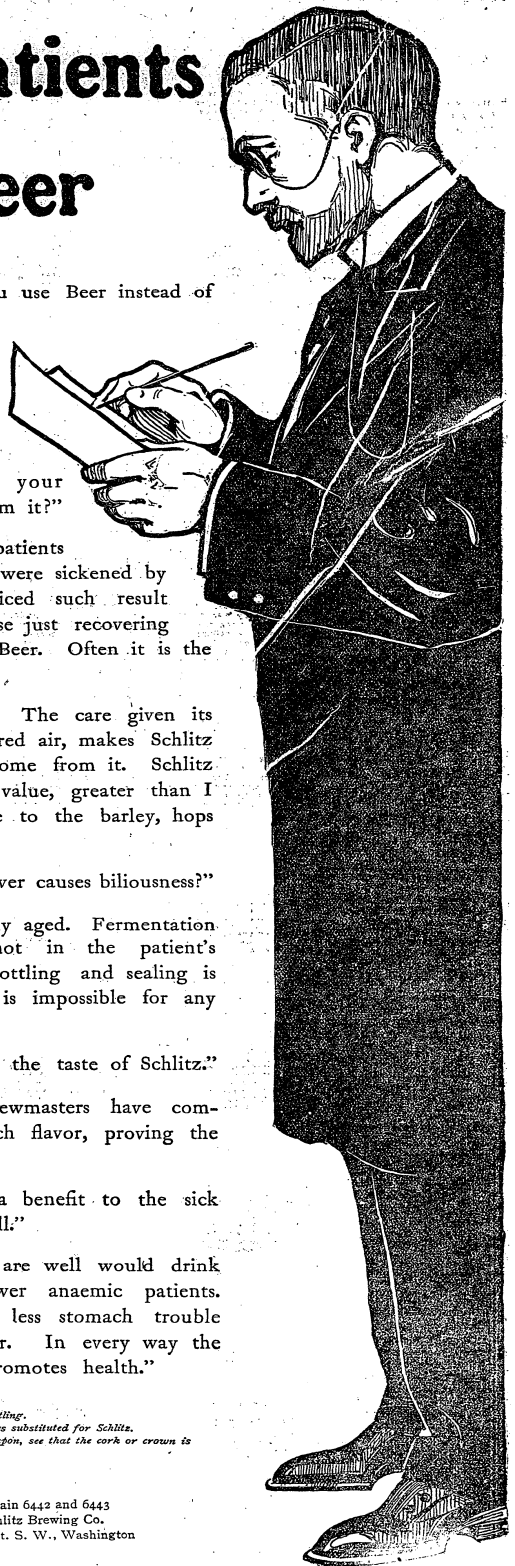
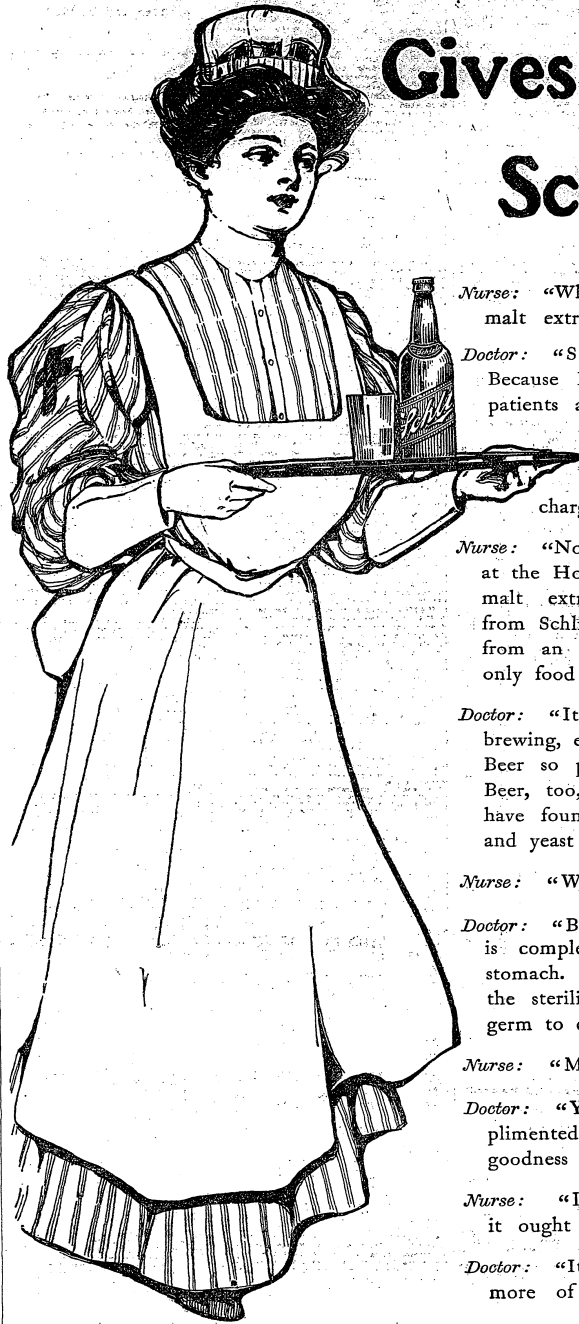
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Horsepower
Wheel Base—
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Hour
Made with 2,
4 and 5 Pas-
senger Bodies



Top and windshield not included in price. We equip this car with mohair top, side windshield, gas tank and speedometer—all for \$100 extra. Self-starter, if v

Why the Doctor Gives His Patients Schlitz Beer



Nurse: "Why is it, Doctor, that you use Beer instead of malt extract?"

Doctor: "Schlitz Beer, Nurse. Because I have found that my patients assimilate it better and that there are no ill effects. Have you found anyone under your charge who did not benefit from it?"

Nurse: "No, Doctor. While some patients at the Hospital where I was before were sickened by malt extract, I have never noticed such result from Schlitz Beer here. Even those just recovering from an operation retain Schlitz Beer. Often it is the only food they can take."

Doctor: "It is the best nourishment. The care given its brewing, even to cooling it in filtered air, makes Schlitz Beer so pure that no harm can come from it. Schlitz Beer, too, has a richness in food value, greater than I have found in any other beer, due to the barley, hops and yeast used."

Nurse: "Why is it, Doctor, Schlitz never causes biliousness?"

Doctor: "Because Schlitz is thoroughly aged. Fermentation is completed at the brewery, not in the patient's stomach. The final step after bottling and sealing is the sterilization through which it is impossible for any germ to exist."

Nurse: "My patients seem to enjoy the taste of Schlitz."

Doctor: "Yes. Even old world brewmasters have complimented Schlitz on its full rich flavor, proving the goodness of all the materials."

Nurse: "If Schlitz Beer is such a benefit to the sick it ought to be good for the well."

Doctor: "It is. And if those who are well would drink more of it we would have fewer anaemic patients. We would have less stomach trouble and nerve disorder. In every way the use of Schlitz promotes health."

Schlitz

Ask for the Brewery Bottling.
Common Beer is sometimes substituted for Schlitz.
To avoid being imposed upon, see that the cork or crown is
branded Schlitz.

Phone Main 6442 and 6443
Jos. Schlitz Brewing Co.
615-623 D. St. S. W., Washington

The Beer That Made Milwaukee Famous

LIVE STOCK

FEEDING ENSILAGE TO SHEEP.

Feeding ensilage to sheep during winter for a part ration, might in a few instances be termed a new phase of the sheep feeding industry, but nevertheless ensilage can be fed to sheep as profitably as to other kinds of farm animals. It is not to be considered that ensilage is a feed only adapted to the dairy; in reality the experience of both farmers and experiment stations has demonstrated that ensilage properly fed is relished by all kinds of farm stock. Recently the writer visited one of the large feeding farms in this county where several hundred Western lambs are being fed for the Eastern market. At this farm there are several large silos which are filled each year for the purpose of feeding lambs.

It has been several years since this farm began the feeding of Western lambs on ensilage as roughage and the degree of success achieved in this practically new enterprise can be estimated by the number of new barns and silos erected since it first began the work. Eight years ago on this farm there were practically no buildings at all. The land generally was run down and unproductive. The man who formerly owned the farm sold it because it would not pay expenses and support his family. In all, the farm contains over a hundred and sixty acres of as good land as this state possesses, level but at the same time having fine natural land drainage. Before the present owner took possession of the farm, the land would not produce an average yield of ten bushels per acre of salable wheat. Getting a good catch of clover to help keep up the land was entirely out of the question. The present owner when taking possession did not have enough ready money to buy another team to help carry on the farm work, thus being greatly handicapped the first two years of the eight he has owned the farm.

The fourth year after taking possession of the farm a silo was erected with adjoining shed for feeding lambs. The silo was constructed and filled in the fall, and during the winter three hundred lambs were fed. The first year on account of the desire in the lamb market the owner of the farm did not do any more than come out even, but as he had proved that ensilage was the cheapest kind of feed for fattening lambs the next winter the silo was filled and lambs purchased. The results the second year were much more promising and the next fall another large silo was erected with shed capacity, sheltering four hundred additional lambs. Since the owner has been so well pleased with the results of ensilage for lamb feed that two more large silos have been constructed in the past two years and the capacity for lambs increased to over fourteen hundred. When asked by the writer if ensilage was considered a balanced ration for fattening lambs the owner replied, "No, but it is so cheap and lambs fatten so quickly upon it that I can well afford to buy a little clover hay to feed once a day to balance up the ration, and in this way produce a quality of mutton that will stand a great decline in the market value and not lose any money."

There is another thing concerning the lamb feeding enterprise connected with this farm that one who has carefully watched the development and growth becomes most forcibly impressed with and that is, the condition of the soil today compared with what it was eight years ago. The first two years of the eight it was almost an impossibility to get a clover stand even in the low places where one would suppose almost any kind of grain could be grown. Today in many of the fields clover can be grown to an average of one ton and a half per acre and corn averaged last year 89 bushels per acre on this land that five years previous would not produce 40.

The owner of this farm remarked to the writer: "I owe the success I have achieved in bringing this worn-out farm to this present condition, to the feeding of ensilage. Had it not been for the results obtained from feeding lambs this cheap feed I would never have been able to get a catch of

clover unless some of the commercial fertilizer had been resorted to. Now I have a farm in a very few years that will produce two tons of clover hay to the acre and a hundred and fifty bushels of corn." Farmers who are considering the question of the practicality of ensilage for all kinds of farm stock can feel assured that no mistake will be made in giving the matter a careful test by putting up silos on their own farms. — Leo C. Reynolds, Shiawassee Co., Mich.

"THE WILLIS CATTLE."

Referring to the figures on the Willis cattle of calves in The Ohio Farmer of Aug. 6, I may say that I have since seen Mr. Willis and learn that the quantity and price per cwt. of bran given in the article are correct—that the money invested in bran, therefore, was \$187.72 instead of \$252 as given. The gain of 22,500 lbs. of beef therefore cost \$1,174.72, or less than 5 1/2 cents per pound, disregarding the loss of one calf. While these calves did not make any very remarkable daily gain—only 230 lbs. each for the period of 170 days or 1 1/2 lbs. per day yet they made it with a very moderate amount of grain—425 lbs. of same per 100 lbs. of gain, especially when you note that the protein of the ration all came through the grain (two class bran as grain) instead of through clover hay.

As to the question whether such feeding as this is profitable we have no desire to convince any one, if in the light of those figures it is not plain to him. It has long been known to feeders that the cost of gain during the winter season far exceeded the selling price of the same, that there must be a margin between the buying and selling price of the cattle of from 1 1/2 to 2 cents per pound, depending on surrounding conditions, the cattle, and the ability of the feeder to handle stock, if any profit is to be made in the operation. These calves are now putting on pounds very fast in a rich bluegrass pasture field at a cost of about half that of gain made during the winter. The figures can be had at a later date we presume—and if your readers will watch these calves sell at about the time of the fat stock show at Chicago next winter we believe they will be able to figure a little profit in them.—L. H. Gardard, Fayette Co., O.

PREPARATIONS FOR WINTER.—I.

SHELTER FOR MAN AND BEAST.

Were I to ask the opinion of every man or woman as to the advisability of providing clean, warm, well-ventilated apartments for every member of the human family they would unhesitatingly and in a decisive way say yes. It is not only conducive and necessary to good physical development, but it has a decided tendency to make men and women more pure in thought, action and language; in fact it is one of the distinguishing characteristics of civilized man in all walks of life. To this answer I say yea and amen, and let me add that when a man is amply supplied with all that is necessary to his own well being the next step is to provide like accommodations for his dumb animals.

To what extent should shelter be provided for our domestic animals? We should know that all the animals on the farm are enjoying clean, warm and well ventilated barns to protect them from the winter storms. Nature provided lavishly for the requirements of the animal in the matter of climate, covering and the shelter of the great forests, with exercise ad libitum and a bed of forest leaves. Man has seen fit to change this order of things in many respects. He has denuded the soil of its forest covering, confined the animal to restricted quarters, and in many cases failed to compensate the animal for the loss it has sustained at his hand. That shelter against the rigors of an Ohio winter is necessary none I believe will attempt to deny, yet there are many farmers in every section of Ohio who subject their animals to needless exposure in open, storm-swept yards and fields. We are told that it requires at least a portion of the food supply to maintain animal heat; it will certainly add to the fuel bill to attempt to maintain animal energy and heat with the animal exposed to a twenty-de-

My Dollar against Your Doubt



Without expense, or deposit, or promise to pay, I offer to give any sick one a full dollar's worth of Dr. Shoop's Restorative.

Not a mere sample—a regular standard dollar bottle from your druggist's shelf.

There are no "ifs" or "ands." The dollar bottle is free.

This is not philanthropy. Simply that I know how Dr. Shoop's Restorative acts on the inmost nerves—the power nerves—the nerves that control the vital organs. Simply that the passing years have furnished such abundant proof of its value that I am willing to spend a dollar on you—or any other sick one—a hundred thousand dollars, if need be—that you and other may learn beyond doubt—or distrust—or dispute—the power of

Dr. Shoop's Restorative

If the worries of business have left their scars on your good health; if careless habits have made you a wreck; if your nerve, your courage is wanting; if you lack vim, vigor, vitality, if you are beginning to wear out; if your heart, your liver, your stomach, your kidneys, misbehave—this private prescription of a physician thirty years' standing will strengthen the ailing nerves—strengthen them harmlessly, quickly, surely, till your trouble disappears.

Inside Nerves!

Only one out of every 99 has perfect health. Of the 97 sick ones, some are better than some are half sick, and some are only dull and listless. But most of the sickness comes from a common cause. The nerves are weak. Not the nerves you ordinarily think about—not the nerves that govern your movements and your thoughts. But the nerves that stand in my every claim. Could I arrange to do it—regulate your liver—operate your kidneys. These are the nerves that wear out and break down.

It does no good to treat the ailing organ—the irritable heart—the disordered liver—the rebellious stomach—the deranged kidneys. They are not to blame. But go back to the nerves that control them. There you will find the seat of the trouble.

There is nothing new about this—nothing any physician would dispute. But it remained for Dr. Shoop to apply this knowledge—to put it into practical use. Dr. Shoop's Restorative is the result of a quarter century of endeavor along this line. It does not dose the organ or deaden the pain—but it does go at once to the nerve—the power nerve—and builds it up, and strengthens it, and makes it well.

That's you see that sits in my medicine! That's the more patchwork of a stimulant—the mere scratching of a narcotic! Don't you see that it goes right to the root of the trouble and eradicates the cause!

But I do not ask you to take a single statement until you have tried my medicine in your own home at my expense absolutely. Could I offer you a full dollar's worth free if there were any misrepresentation? Could I let you go to your druggist—whom you know—and pick out any bottle he has on his shelves if my medicine were not certainly helpful? Would I do this if I were not straightforward in my every claim? Could I arrange to do it if I were not reasonably sure that my medicine will help you?

Simply Write Me.

But you must write me for the free dollar bottle order. All druggists do not grant the test. I will then direct you to one that does. He will pass it down to you from his stock, as freely as though your dollar had before him. Write for the order today. The offer may not remain open. I will send you the book you ask for beside it. It is free. I will help you to understand your case. What more can I do to convince you of my interest—of my sincerity?

Simply state which book you want, and address Dr. Shoop, Box 157, Macine, Wis. Book No. 1 on Dyspepsia, Book No. 2 on the Heart, Book No. 3 on the Kidneys, Book No. 4 for Women, Book No. 5 for Rheumatism, Book No. 6 on Rheumatism.

Mild cases, not chronic, are often cured by one or two bottles. For sale at forty thousand drug stores.

IT CURES HOG CHOLERA

Hog Cholera has never yet been known where Chloro-Naphtholeum Dip was used. When stock become infested with lice or other parasites affords quick relief. You don't find any many animals on farms where it is used. Kills lice instantly, cures contagious abortion, heals cuts, sores, wounds. Highly endorsed by experiment stations and large breeders. Sold concentrated, in gallon trade-marked cans and large brooders.

Chloro-Naphtholeum Dip

No. 1 1 Gallon, \$1.50 1 Gallon, \$1.50 No. 2
WEST DISINFECTING COMPANY, 24 East 59th St., New York City

Illustration: No. 1 is a species of mite that causes mange on hogs. No. 2 is a species of mite that causes mange on hogs.

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QUICKER THAN
ANYTHING
IN THE WORLD

SLOAN'S LINIMENT

FOR MAN OR BEAST
Penetrating—Kills Germs
ALL DEALERS

FREE 10-day test. Send the coupon

Cloudy Teeth— dull teeth

How to make them whiter—quickly!

The new way world's dental authorities advise. What to do

THOSE whiter teeth that you envy. Don't think they are beyond you. You can now lighten dull and dingy teeth—make them gleam and glisten.

Modern science has discovered a new way. A method different in formula, action and effect from any you have ever used. This offers you a test. Simply use the coupon; it brings free a 10-day tube.

Look for film on your teeth—that's the cause. How to combat it

Look at your teeth. If dull, cloudy, run your tongue across them. You will feel a film. That's the cause of the trouble. You must fight it.

Film is that viscous coat which you feel. It clings to teeth, gets into crevices and stays. It hides the natural luster of your teeth.

It also holds food substance which ferments and causes acid. In contact with teeth, this acid invites decay. Millions of germs breed in it. And they, with tartar, are the chief cause of pyorrhea.

So dingy teeth mean more than loss of good appearance. They may indicate danger, grave danger to your teeth.

New methods now that mean greater tooth beauty plus better protection from tooth troubles

Ordinary tooth pastes were unable to cope adequately with that film. Not one could effectively combat it. Harsh grit tended to injure the enamel. Soap and chalk were inadequate.

Now modern dental science has found new combatants. Their action is to curdle film and then harmlessly remove it. They are embodied in a new type tooth paste called Pepsodent—a scientific method that is changing the tooth cleansing habits of some 50 different nations.

To millions this new way has proved the folly of having dull and dingy teeth. The folly of inviting tooth troubles when their chief cause can be combated.

Don't you think it worth while to try it for 10 days; then to note results yourself?

Send coupon for free 10-day test

Remember, every time you eat, food clings to your teeth. Film is constantly forming. The film that ruins teeth; that mars their luster, makes them look dingy and dull.

This new method will polish your teeth; give them a beauty that will delight you. It will help you quickly toward teeth such as you envy in others.

Make the test today. Clip the coupon for a free 10-day tube. Or get a full size tube of your druggist. Why follow old methods when world's dental authorities urge a better way?



This is the charming contour achieved by the use of the small comb arrangement sketched at the bottom of the page; from Pierre

NEW TRANSFORMATIONS

Photographs of transformations described in this article appear on pages 52 and 53

IF ONE'S hair is going through a trying stage of turning grey or of growing in, or if it is the kind of hair that keeps one from being a strikingly individual person, then, perhaps, a transformation or one of the new and clever smaller pieces may be a very present help.

The photograph on page 52 shows a bobbed grey transformation that is designed to be worn through those unattractive intermediate stages that occur when a woman's hair has started to turn white prematurely. The coloring is artfully uneven, blended to look like nature at her best, without the dark patches and the streaks of yellow that are so likely to follow the first grey hairs. The greatest number of transformations that are sold go to women who use them in this way—as temporary disguises for hair in the midst of turning, or for hair that is recovering from an unskilful use of dye or from the wrong kind of permanent wave.

A new French type of transformation is pictured in the illustration on page 53. The hair is cut with a soft fringe directly in front and is then brought back close to the head to form a low chignon at the back. It is a distinctly picturesque coiffure for the most delicately modelled head, and it might well be chosen by a woman whose own hair did not live up to the interesting individuality of her features.

There are many wearers of transformations and hair-pieces among women who are letting their "shingles" grow. These women are not giving up their "bobs" because the fashion shows any signs of waning, but because they never should have had their hair cut in the first place, fashion or no fashion. And so, while the majority of heads are "shingled" still, women who have found that long hair is more becoming to their type are bridging over the awkward interval with transformations or auxiliary pieces.

The arrangement from Pierre, shown in the sketches on this page, is de-

signed for this purpose. The small combs fasten into the wearer's own hair, on each side, while the short hairs that cover the combs are fluffed out to conceal any break in the line. After the elastic, which holds the two pieces se-



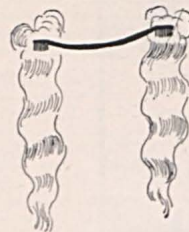
When the two strands of artificial hair are crossed, envelope-fashion, in back, they disguise the outline of the shingle; from Pierre

curely to the back of the head, has been adjusted, the strands are wrapped over at the nape of the neck in a low envelope shape that disguises the cut-out-line of the shingle. This piece, while it stays perfectly in place in the evening, is not quite so well adapted to daytime wear because the hat is apt to push the hair down over the ears.

By wearing false hair or leaving it off, the Frenchwoman varies her coiffure. She uses long-haired transformations and long strands of hair for greater formality in the evening, while she keeps to the convenient "bobbed" silhouette for the daytime hours.

But this practice of wearing a "shingle" by day and added pieces by night has never gone as far in this country as it has in Paris. The Frenchwoman uses false hair much more frankly than the American woman. She thinks little more of owning up to this aid of art than she does of talking about the kind of powder or rouge that she uses. Perhaps, in time, American women will come to being equally casual about coiffures that can be so radically changed to suit the occasion. But, just now, they are still in the stage of being conscious of other people's amusement at the idea.

This prejudice has been the main reason why women have not made more of transformations, as well as of smaller hair-pieces. And then, also, the average person has no idea how many improvements in transformations have come out in the last few years. The difference in weight between the most modern transformation and the wig of a little while ago is amazing, and the skill with which the hair is arranged has also been greatly improved.



The combs are inserted at the sides, one's own hair is brought over the cheeks, the artificial strands are crossed in back—behold a new coiffure! From Pierre

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THE PEPSODENT COMPANY, Dept. 615, 1104 S. Wabash Ave.,
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WHEN a man, 38 years of age, who has been working at a moderate salary all his life, suddenly awakens and without influence or "pull," but solely through his own efforts, jumps into a \$12,000 a year job almost overnight—

When, not content with "making good" on that job, he branches out into a business of his own, and in a few short months so solidly establishes himself as to out-distance competitors who had the advantage of years of experience—

There must be something about his methods that other men would like to know at once.

"John Randall" is not his real name, of course. But he is real, and very much alive. And the secret of his sudden rise—the formula that will enable you to get out of the small-pay class as quickly and as surely as he—is in the seven pocket-size volumes of—

"THE BOOK OF LIFE"

The Seven Keys to Success that make your dreams of achievement COME TRUE—in not five, ten or fifteen years from now—but TODAY, A. D. 1926!

You've seen men put in all their lives with the same concern, working away at the same piddling jobs. Hard workers, faithful, painstaking—but getting nowhere. "Fanning the air!"

You've seen others—inwardly no more capable than they—jump out of the rut of routine and forge rapidly ahead.

Why? What is the secret that sends some men forward—holds others back? Not education. Not training. These help, but you know how often you've seen highly trained College graduates work their lives away in small-paying jobs, while some of the biggest men in business have but the most elementary education.

It isn't that. The difference between the suc-

cessful man and the unsuccessful one is far deeper than that. It's not a matter of training or equipment. It's not a question of opportunity or luck.

It is simply that the successful man—consciously or unconsciously—has called to his aid the Sleeping Giant within him. Many have done it all unknowingly by their intense concentration on the job in hand, by thinking, seeing, living but the one thought. It can be done that way.

But the easy way—the sure way—the way in which there is pleasure as well as profit, is to learn how to call upon this Genie-of-your-Brain at will—and that is what the "Book of Life" shows you how to do.

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Never mind what I SAY "The Book of Life" will be for you. Try it out! It's easy. Just your name and address on the attached coupon are all that is necessary.

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Mail this "Courtesy Coupon" for a FREE TRIAL

For Free Trial—Yes! You may send me one of the Advance Sets of "The Book of Life," beautifully bound in Artcraft—to examine, to try out for a week at your own risk and expense. At the end of the week if I want to keep the set, I will send you the special Introductory Price on the Advance Edition of \$4.85 (or \$1 then and \$1 a month for 7 months). Otherwise, I will put the books back in their box and return them to you, in which event I shall owe you nothing.

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The searcher for new thrills in fiction will find them in superabundant measure in this tale of the hair-raising adventures of two Americans, a government agent and a banker, in tracking down an international "Ring" of opium smugglers.

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BOSTON LITTLE, BROWN & CO. PUBLISHERS

I told him he could add TEN YEARS to his life —and he laughed!

I DON'T blame him. For he did not understand. He thought that I had come across some magic pill or panacea for the ills of humanity.

—that all he had to do was to take it before meals or before retiring—and presto!—his span of life would be lengthened.

I would have laughed myself. And yet—Americans *do* die too soon and it is possible to add five or ten years to the life of the average man or woman.

In fact—it has already been done in the earlier periods of life.

LET ME QUOTE just a few paragraphs from a recent article by the Commissioner of Health for the State of New York:

"Public sanitation has achieved brilliant results in decreasing the prevalence of the infectious or germ diseases—those which especially affect children and young people—and the death rates from these diseases have notably diminished.

"A better conception of what is possible and what has already been done is gained when we know that in New York City the death rate has been reduced more than one-half in about thirty years, so that now, instead of 27 persons out of each 1000 of the population dying in each year, only 13 die.

"In other words, there were in 1917 more than 70,000 fewer deaths in New York City than would have occurred if the death rate had been the same in 1917 as it was in 1886 or 1887. More than eight years have been added in this period to the average lifetime of every child born in the city."

That's fine, isn't it!

In 30 years more than eight years have been added to the lifetime of every child born in this city.

BUT—

—this gain has been made in that portion of the population under the age of 45. There has been no decrease, but, on the contrary, a marked increase has taken place in the death rate after 45.

"The diseases of later life are for the most part not germ diseases, but are those due to the wearing out of the body, and particularly to the wearing out of the heart and blood vessels and kidneys—those organs which never have complete rest, but must always be working while life continues.

"All of us who have reached middle life are shocked from time to time by reading in the papers that some one whom we knew well—always one at or beyond middle life—and whom we supposed to be in good health, has died suddenly or after a few hours' illness of 'acute indigestion' or heart disease or apoplexy.

"The individual had apparently been well until illness came. But such was not the case. Chronic disease had long been slowly progressing, and was not discovered because

it had produced few or no symptoms, and therefore a physician had not been consulted.

"There is one method of early detection and prevention, namely, to have a complete physical examination every year from childhood on and during apparent perfect health by a thoroughly competent and experienced physician. Then the early development of disease may be detected and measures taken to prevent its extension."

This is what I had in mind when I told this friend of mine that he could add ten years to his life.

Not by some magic pill or panacea, as I remarked above, or a mystic wave of the hand, or some freak diet—but by the application and observance of

along to defeat this good resolution and it has been forgotten.

Unfortunately, disease knows no such word as procrastination. He who seeks good health must act in the now—today.

I want to tell you something about the Life Extension Institute and the great good it is doing in this national movement to prolong human life and make it better worth the living.

If I can make you see the Institute as it really is—

—if I can only put into words something of its bigness and its high ideals and purposes;

—the character of the men behind it; —the practical every-day value of its services—

I am sure then that you will fairly

thirds of the profits are set aside in a trust fund for health work of a national scope.

Dignified and Ethical.

The Life Extension Institute works hand-in-hand with the highest ideals of modern, scientific medicine. It is irrevocably opposed to fads and quacks and charlatans. It is ethical.

Its work is wholly in the interests of scientific medicine, and likewise wholly in the interests of public health and well-being.

Physicians who are not clear as to the nature of the work of the Institute owe it to themselves and to the public to call and become familiar with it. No medical or surgical treatment is administered, but counsel is given as to the form of treatment that should be sought if the conditions found cannot be remedied by hygienic measures.

The Life Extension Institute has a Hygiene Reference Board of one hundred leading scientific men, including the Surgeons-General of the Army (retired) and Navy, and U. S. Public Health Service, several ex-Presidents of the American Medical Association, Commissioners of Public Health, and others interested in public welfare. A complete list will be furnished on application.

The Institute's Health Service consists of an intensive physical examination of the whole body, together with quarterly chemist and microscopic examinations of the urine, review of the member's personal and family history, daily living habits and health problems, detailed reports, hygienic guidance and instructions, monthly health journals and Keep-Well leaflets.

Staff of 5,000 Physicians.

It makes no difference where you live. The Life Extension Institute has a staff of twenty examining physicians in the main office here in New York, and a staff of more than 5,000 physicians throughout the United States.

Examination of subscribers who live in New York and vicinity are made at the head office of the Institute, 25 West Forty-fifth Street—on appointment by telephone or letter—between the hours of 9 A. M. and 5 P. M. Also evenings, 7 P. M. to 10 P. M.

Convenient appointments can also be arranged with the Institute's examiners in the member's home district or city. Women physicians are available at the main office for the examination of women members who prefer them. Any one interested in public health, personal hygiene or preventive medicine is cordially invited to personally investigate the work the Institute is doing. Visitors are always welcome at the main office of the Institute.

A coupon is printed below for the convenience of those desiring further information about the Life Extension Institute, and the tremendous good it is doing in the great national movement to prolong human life.



The illustration above is a facsimile of the title page of the Japanese edition of the book, "How to Live." Translated into Japanese by Hajime Kawakami, Professor of Political Economy, Kyoto Imperial University.

modern scientific knowledge already at hand.

—the same principles of preventive medicine that have achieved such remarkable success in the earlier periods of life.

—with a periodic health examination as the first commandment.

There is just one difficulty.

Too many men and women laugh, as my friend did, at the thought or suggestion that anything they do can possibly increase their years of living.

You cannot make daily drafts on the bank of health and maintain your reserve.

There is nothing new in what I say here. Every man and woman who reads this article realizes the value of a thorough physical examination and has resolved, at some time or other, to get it.

And then something has come

thrill with its possibilities for the betterment of the health of the Nation as a whole and for yourself, particularly, as an individual.

Ex-President Taft Among Founders.

The Life Extension Institute was founded a little over five years ago by ex-President William Howard Taft, Professor Irving Fisher, of Yale; Alexander Graham Bell, Charles H. Sabin, Robert W. de Forest and one hundred other eminent authorities in this country and abroad, to provide just such necessary health examination as we have spoken of above, and to teach further the simple every-day principles of personal hygiene that every man and woman ought to know to avoid disease and needless suffering.

These men serve without compensation of any kind. The Life Extension Institute was planned to be self-supporting—nothing more. Two-

Officers and Directors

- | | | |
|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
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GENTLEMEN: Please send me a copy of "The Growing Movement to Prolong Human Life" and other literature descriptive of the services of the Life Extension Institute. It is understood that this request involves no charge or obligation.

Name..... Address.....
LIFE EXTENSION INSTITUTE, Inc. (Department 14-A), 25 West 45th Street, NEW YORK
Telephone, Bryant 1997

At What Age Does A Man Grow Old?

I ASKED a friend of mine that question the other day. His answer is worth repeating: "It all depends on the man."

Take your own circle of friends as an example. You know some men who are old at forty. You know some who are young at sixty. It all depends on the man.

General Foch is 67. Premier Clemenceau is 77. Wilson is 63. General Pershing is 59. Edison is 72.

There is no fixed law of mortality. The death rate at forty among males is more than twice that at twenty. But it need not be. It is entirely within the range of scientific possibility to increase the vitality of forty to that of twenty. It all depends on the man.

Good health means youth—no matter what your years. Good health means happiness. Good health means wealth—for the richest man is poor indeed without it.

Almost all of us start out in life with the birthright of good health. When we were young we were made to take care of our health. Our parents compelled obedience to Nature's laws—overseeing our daily routine.

Only when we reached maturity were we permitted to neglect our health as we plunged into the work-a-day whirl and worry of modern business life.

One thing to which the American business man gives little attention is his health. And yet that is the one thing that makes everything else possible.

It is not wise to worry unnecessarily about health. You know that many people think themselves sick who are really not sick at all.

On the other hand, there are thousands upon thousands of people in New York today who need medical attention—but who do not have the least idea that there is anything the matter with them.

Ignorance in regard to health, when knowledge is so easily obtainable, is a sure way to invite ill-health and suffering. Even an automobile engine will not run satisfactorily without a periodic overhauling. Four out of every ten deaths in the United States could be postponed for years with proper care.

Too many people think only of today. It is a fine thing to be able to sit back in your easy chair this Sunday morning—perhaps with your wife and kiddies by your side—and plan the tomorrows, so full of opportunity.

The terrible thing about disease is the insidiousness of it. It does not develop over night. Like everything else, it has its beginnings—little signs that you hardly notice at the time—a headache—a momentary pain about the heart—a certain indefinable soreness in the abdomen—loss of weight, appetite and sleep—unnatural nervousness, lassitude, irritability, etc. When the pain does come it is all too frequently a sign that irreparable damage has already been done.

You may be "suddenly taken sick" tomorrow, as the saying goes, but in reality it is not sudden at all. For days and weeks, or months perhaps, some vital organ has been giving way and finally it can stand the strain no longer. Early attention might have avoided the trouble.

Long before the heart breaks down, or the kidneys refuse to function, or the arteries become affected, there is a period of slow change that reduces your efficiency and your resistance to disease.



Those signs of trouble, which may mean nothing to you, are readily observed and charted by the expert medical examiners at the Life Extension Institute—trained medical men who do nothing else but search the human body to detect any spot of trouble or danger which may be causing a present lowered condition, or may later bring about premature breakdown if not checked in time.

People are beginning to realize this. Scores of men and women come to us every day and the request is worded almost the same in every case:

"I feel well enough, but I'm not sure. I want you to examine me thoroughly and tell me exactly where I stand in regard to sickness and health."

That is the sensible way to do it. It

is the only way. If there is anything wrong that you do not suspect, a periodic health examination will reveal it before it is too late. And if everything is all right—fine and dandy! You will sleep better just for knowing the folly of your fears.

Just a few words about the Life Extension Institute—one of the greatest influences for good in America today—the cornerstone of the great national movement to prolong human life.

The Life Extension Institute was established by ex-President William Howard Taft, Professor Irving Fisher of Yale, and a group of scientists, publicists, and business men, who desired to provide a self-supporting central institution of national scope devoted to the

science of increasing human happiness and efficiency and preventing human misery and inefficiency—a responsible and authoritative source from which the public might draw knowledge and inspiration in avoiding needless sickness and premature death.

A provision has been made for the utilization of a substantial portion of the dividends in public health work, under the trusteeship of ex-President William Howard Taft and Professor Irving Fisher. Two-thirds of the common stock is held in trust by Mr. Taft and Professor Fisher for this purpose.

The Life Extension Institute works hand-in-hand with the highest ideals of modern, scientific medicine. It is irrevocably opposed to fads and quacks and charlatans.

The Life Extension Institute has a Hygiene Reference Board of one hundred leading scientific men, including the Surgeons General of the Army (retired) and Navy, and U. S. Public Health Service, several ex-Presidents of the American Medical Association, Commissioners of Public Health, and others interested in public welfare. A complete list will be furnished on application.

The Institute's Health Service consists of an intensive physical examination of the whole body, together with quarterly chemic and microscopic examinations of the urine, review of the member's personal and family history, daily living habits, and health problems, detailed reports, hygienic guidance and instruction, monthly health journals and keep-well leaflets. The fee for this service is \$16 yearly.

The Institute gives appropriate hygienic guidance and instruction to all its members, but does not include medical or surgical treatment in its service. If the impairments found are serious, the member is told of the need of medical, surgical or dental attention, and is informed of the type of treatment that would be most advantageous.

It makes no difference where you live. The Life Extension Institute comes to you wherever you are. In addition to its staff of twenty examining physicians in the main office in New York, the Institute has more than 6,000 examining physicians located in principal cities and towns of the United States and Canada. Its work is national.

The Institute has its own pathological laboratory and X-Ray Department. Thousands of tests are made here monthly—both for our own members and for outside physicians.

Examinations of subscribers who live in New York City and vicinity are made at the head office of the Institute, 25 West Forty-fifth Street—on appointment by telephone or letter—between the hours of 9 A. M. and 5 P. M. Also evenings 7 P. M. to 10 P. M.

Convenient appointments can also be arranged with the Institute's examiners in the member's home district or city. Women physicians are available in the Special Women's Department at the main office for the examination of women members who prefer them. Visitors are always welcome at the Institute.

A coupon is printed below for the convenience of those desiring further information about the Life Extension Institute, and the tremendous good it is doing in the great national movement to prolong human life.

Officers and Directors of the Life Extension Institute			
HON. WILLIAM H. TAFT, Chairman of the Board of Directors.			
PROF. IRVING FISHER, Chairman Hygiene Reference Board	MAJ. GEN. WILLIAM C. GORGAS, Consultant on Sanitation.		
EUGENE LYMAN FISK, M.D., Medical Director	HAROLD A. LEY, President	JAMES D. LENNEHAN, Secretary.	
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T. 11-30-19

GENTLEMEN:—Please send me a copy of "The Growing Movement to Prolong Human Life" and other literature descriptive of the services of the Life Extension Institute. It is understood that this request involves no charge or obligation.

Name Address

LIFE EXTENSION INSTITUTE, Inc. (Dept. 40-A), 25 W. 45th Street, New York
Telephone, Bryant 1997

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Do you face facts—or dodge them?

SOME people hate to face the facts about their health. They dread to have a medical man probe into their physical condition, for fear he will unearth some disease or some threat of disease. They seem to think that "what you don't know won't hurt you."

This form of stupidity appears in business, and throughout all life. The ostrich sticks his head in the sand—and hopes for the best. The complacent man in an office shuts his eyes to the facts—and trusts to luck that things will come out all right. The lazy dodge unpleasant truths—and dope themselves into a feeling of security.

There is nothing like opening the eyes to all the evidence: about your health, or your business or anything else that concerns you. Don't try to hide the facts. Try to dig them out. Then you can make repairs (if they are necessary), and go ahead toward your goal.

What would you think of the captain of a leaky ship who refused to allow any member of his crew to report to him that there was water coming into the hold?

(Reprint from American Magazine, December, 1920)

THE PRINCIPLE OF A PERIODIC HEALTH EXAMINATION IS RAPIDLY BECOMING RECOGNIZED THROUGHOUT THE WORLD AS ONE OF THE MOST POWERFUL MEASURES FOR IMPROVING THE HEALTH AND HAPPINESS OF THE PEOPLE.

Quoting from a recent article by the Commissioner of Health of a great Eastern State: "All of us who have reached middle life are shocked from time to time by reading in the papers that someone whom we knew well—always one at or beyond middle life—and whom we supposed to be in good health, has died suddenly or after a few hours' illness of acute indigestion, or heart disease or apoplexy.

"The individual had apparently been well until illness came. But such was not the case. Chronic disease had long been slowly progressing and was not discovered because it had produced few or no symptoms, and therefore a physician had not been consulted.

"There is one method of early detection and prevention: namely, to have a complete physical examination every year from childhood on and, during apparent perfect health, by a thoroughly competent and experienced physician. Then the early development of disease may be detected and measures taken to prevent its extension.

"Make it an invariable habit to consult a competent, well-trained physician, as you do your dentist, once or twice a year and see that members of your family do the same. If you have a complete, thorough physical examination annually, beginning when young, at least several and often many years of health and happiness will be added to your life."

That such views are not confined to public health authorities, but have the support of advanced clinical medicine, is evidenced by the recent address of Dr. Franklin H. Martin, Director General of the American College of Surgeons, before the New England section of that body, in which he states, as quoted in a press report:

"The life of the average person would be prolonged 15 years, yearly deaths from tuberculosis would be reduced from 150,000 to 50,000, deaths from cancer would be reduced greatly, and thousands would be kept from having kidney diseases and high blood pressure, if all the people of the United States would submit to complete physical examination at least once a year."

And we have further the recent action of Surgeon-General Ireland, of the United States Army, in which he advocates the application of these principles in protecting and improving the health of commissioned officers in the Army and the young men in the training camps. He has predicted that with the thorough carrying out of such a system, the expectation of life of the Army officer could be greatly prolonged, and that indeed he could be made a preferred risk.

You cannot escape apoplexy, or heart trouble, or kidney trouble, etc., by saying simply that you have never had it or that you feel all right today. You don't know.

In 1918, between the ages of 30 and 60 there were 124,000 deaths in the United States registration area from these degenerative affections.

The first great commandment of the Life Extension Institute is a thorough health examination once a year. During the past three months over 13,000 men and women were examined by the Institute and received its reports, instructions and guidance. The Institute has 7,000 medical examiners in all parts of the country, so its work is truly national.

The Life Extension Institute was founded a little over eight years ago by Ex-President Taft, Professor Irving Fisher of Yale, Alexander Graham Bell, Major General Gorgas (since deceased), Harold A. Ley, Robert W. deForest, and 100 eminent publicists in this country and abroad for this one specific purpose—to provide just such periodic health examinations as we have spoken of above and to teach, further, the simple, every-day principles of personal hygiene that every man and woman ought to know to avoid disease.

The Life Extension Institute was planned to be self-supporting. It is a philanthropy in the sense that two-thirds of the profits are set aside in a trust fund for public health work of a national scope. The 100 members of the Hygiene Reference Board serve without compensation.

Guidance in individual hygiene is given by the Institute, but no medical or surgical treatment is furnished. Those in need of such treatment are urged to seek relief through scientific, medical and surgical sources, and are warned against quacks, charlatans and self-treatment.

There are thousands of physicians who are fitted by experience and training and who have the time and inclination to do this very work and do it well. There are thousands who take no interest in it and do not even understand its purpose.

The Life Extension Institute is just a central organization to which one hundred of the leading medical men of the country have dedicated their advice that the value of periodic health examinations may be impressed on thousands of men and women instead of just a few.

Let us close, then, with this one thought: Get that physical examination as soon as you can. Go to your physician as soon as you can. Go to your physician or come to the Life Extension Institute. But get that examination—that's the big thing, by a doctor who is interested in health as well as disease.

Examinations of subscribers to the services of The Life Extension Institute who live in New York City and vicinity are made at the Head Office of the Institute, 25 West 45th Street—on appointment by telephone or letter between the hours of 9 A. M. and 5 P. M. Elsewhere convenient appointments can be arranged, by communicating through the Head Office, with the Institute's Medical Examiner in the subscriber's home district or city. Women physicians are available at the Main Office for the examination of women subscribers who prefer them. Visitors are always welcome at the Main Office of the Institute.

GET YOURSELF EXAMINED

FOR FURTHER INFORMATION REGARDING THE INSTITUTE'S SERVICES, TEAR OUT THIS COUPON.

OFFICERS AND DIRECTORS	
Prof. IRVING FISHER Chairman	ROBERT W. de FOREST Vice-President
Hygiene Reference Board	American Red Cross
HAROLD A. LEY President	ARTHUR W. EATON President
JAMES D. LENNEHAN Secretary	Easton, Crane & Pike Co.
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<i>Hygiene Reference Board of one hundred leaders in scientific and public health work. Also an Advisory Board of leading foreign scientists.</i>	

T-7-2-23

Life Extension Institute, Inc.,
25 West 45th Street, New York.

Gentlemen:—Please send me—without obligation on my part—copies of the "Growing Movement to Prolong Human Life," "Neglect of The Human Machine" and other booklets on disease prevention and the prolongation of life.

Name

Address

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I Was a Little Worried About Myself

I was sitting at home reading. Across the table my wife was busy with her sewing. Close by my daughter was engrossed in her lessons. It was a home scene typical of the average American family.

I laid down my magazine and sat back in meditation. My wife was quick to catch my mood. "What is it, John--business?"

"The most important business in the world," I answered. "The business of keeping well--of guarding against a premature breakdown.

"I am forty years old. I am earning a pretty good salary. But suppose something should happen? Suppose illness should come and I should be away from business for a long time--perhaps incapacitated. It wouldn't take long for our savings to disappear.

"I'm not inclined to worry over my health, and I'm not a health fanatic. But I wonder if I really know whether I am 100% well or not.

"Those little attacks of indigestion that I get from time to time, and the occasional sleepless nights--are they isolated symptoms or are they Nature's warnings of some hidden disease that I don't even suspect--working somewhere inside like a U-boat?

"You, yourself--and Bessie, there--you both go to the dentist regularly whether your teeth ache or not, but neither of you has ever had a thorough going-over by competent physicians--men who specialize in this kind of work.

"Here and there, for more than a year now, I've been reading about the Life Extension Institute. I find mention of it in magazine editorials and in newspapers--its sincerity--the character of men behind it--its opposition to fads and quacks and charlatans--the high ethical plane on which it is conducted. It is undoubtedly doing a great work and I--"

I got no further. The door-bell rang--visitors were announced--and the evening passed merrily along! The question of health was temporarily forgotten.

Fact is, I forgot it entirely for three weeks. And then one day I missed one of my friends from his old accustomed place.

"Never Been Ill Before in His Life"

They told me how he had been suddenly stricken--how everybody expected him to pull through because of his strong constitution--how a sudden weakness developed that no one had expected--and in five days he was gone. People were all saying how well he had looked previous to that last sickness--that he had never been ill before in his life, etc., etc.

I tell you, it set me thinking. Could it be possible that I, too? Well, I was going to know! It took me only about three minutes to fill out that Life Extension Institute coupon and send it in. That very week I took their complete physical examination.

I have never had anything like it in my life. They didn't miss a single part of me. They tested my heart, lungs, abdomen and kidneys--took my blood pressure--made a microscopic examination of my blood--tested my eyes and ears--examined my teeth--pored over my personal history blank for hereditary disease--told me about the quarterly urinalyses--literally made a spot map of my body and my entire life.

I feel that that examination has added ten years to my life. You can't imagine what a load it has taken off my mind. I now know exactly where I stand and just what I've got to do if I want to live out my allotted three-score-years-and-ten.

The Life Extension Institute is one of the greatest factors for good in the country today. It was founded just about five years ago by ex-President Taft, Alexander Graham Bell, Prof. Irving Fisher, of Yale, Robert W. de Forest, Charles H. Sabin and one hundred other forward-thinking men in this country and abroad.

A Public-Welfare Organization

The Life Extension Institute is a public-welfare organization on a self-supporting basis. Two-thirds of the profits are set aside in a trust fund for public health work of a national scope. The list of officers and directors is as follows:

WILLIAM H. TAFT

Chairman, Board of Directors

Professor **IRVING FISHER**, of Yale

Chairman, Hygiene Reference Board

HAROLD A. LEY

President

JAMES D. LENNEHAN

Secretary

Directors:

Hon. Wm. H. Taft

Henry H. Bowman

Arthur W. Eaton

Robert W. de Forest

Irving Fisher

Eugene Lyman Fisk

Harold A. Ley

Charles H. Sabin

The Life Extension Institute has a Hygiene Reference Board of 100 leading scientific men, including the Surgeon-General of the Navy, and U. S. Public Health Service; several ex-Presidents of the American Medical Association; Commissioners of Public Health, and others interested in the public welfare. A complete list will be furnished on request.

Big business men realize the value of keeping fit. The following business houses think so well of the Life Extension Institute that they have extended the privilege of its complete physical examination to all their vital, important employees: *The Guaranty Trust Company, New York; Eaton, Crane & Pike Co., Pittsfield, Mass.; Union Tank Line Co., New York; Strathmore Paper Co., Hittisongue, Mass. The Standard Oil Company of New York has chosen the Institute to examine the men they have selected for important work abroad. Foreign representatives of the American Red Cross, the Y. M. C. A., the Y. W. C. A. and the Knights of Columbus have also been examined by the Institute.*

More than 100,000 men and women have been examined by the Institute and have received in addition its guidance and instructions. It makes no difference where you live. The Life Extension Institute has its main office in New York, a branch office in Chicago, and a staff of 5000 physicians in all parts of the country.

The cost of the Institute's service is low. A nominal charge covers a thorough physical examination and urinalysis--three additional urinalyses at intervals of three months--hygienic guidance and instructions--Keep-Well Bulletins--the Institute's monthly health journal--gratuitous advice on any questions you may choose to ask about personal hygiene.

Visitors are always welcome at the office of the Institute. Women physicians are available at the main office for women members who prefer them.

Examinations of subscribers who live in New York and vicinity are made at the main office of the Institute, 25 W. 45th St.--on appointment by telephone or letter--between the hours of 9 A. M. and 5 P. M.

It is difficult to put this into words without the tinge of commercialism, but don't you see how important and necessary it is and how fatal may be each day of delay?

Everything you do--your success in business--your happiness and the happiness of your family--the very safety of the future years depends on your knowing exactly where you stand in regard to health and disease.

You incur no obligation whatsoever in filling out the coupon printed below. The booklets named were prepared by the Life Extension Institute for universal distribution in this great national movement to prolong human life. We shall send them to you gladly on request.

GENTLEMEN:--Please send me, without obligation on my part, a copy of

(1) "Neglect of the Human Machine,"

(2) "The Growing Movement to Prolong Human Life,"

and other literature descriptive of the services of the Life Extension Institute.

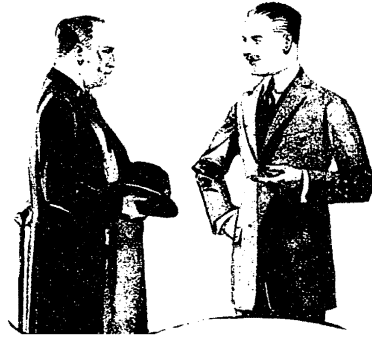
Name.....

Address.....

LIFE EXTENSION INSTITUTE, Inc.

Dept. 7-A, 25 W. 45th Street, New York. Telephone, Bryant 1997. Chicago Office, 5 N. Wabash Avenue

"WHAT IS IT ALL ABOUT, ANYWAY?"



HE was a man about 40 or 45—a trifle too stout for his age and height, but of the type you would size up instantly as "a successful business man."

He hesitated a trifle as he entered the reception room, and it was evident that he did not have an appointment.

The office secretary approached him. "Is there anything I can do, Sir?"

The stout man turned quickly. He smiled kindly, and his blue eyes twinkled.

"I should say there is! Do you think you could spare me a few minutes and show me around the Institute? I've been reading a lot about it and I've been wondering what it is all about, anyway."

So the stout gentleman of 40 or 45 was shown through the Institute—first the Examining Rooms, then the Laboratory and finally the X-Ray Department.

Next day there came a letter, briefly phrased, as you might expect such a man to phrase it:—"Please advise me when I may have an appointment for an examination."

Here was a man to whom minutes meant money, yet he saw the need of setting aside an hour or an hour-and-a-half each year for a thorough physical examination.

It occurs to us that there may be many men and women who "have been reading a lot about the Life Extension Institute" and who are wondering "what it is all about, anyway."

We extend to you all a cordial invitation to come and see. Meantime, the coupon printed below will bring you further details and descriptive literature.

The Life Extension Institute was established by a group of scientists, publicists, and business men who desired to provide a self-supporting central institution of national scope devoted to the science of increasing human happiness and efficiency—a responsible and authoritative source from which the public might draw knowledge and inspiration in avoiding needless sickness and premature death.

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The Institute has its own pathological laboratory and X-Ray Department. Thousands of tests are made here monthly—both for our own members and for outside physicians.

Examinations of subscribers who live

in New York and vicinity are made at the head office of the Institute, 25 West Forty-fifth Street—on appointment by telephone or letter—between the hours of 9 A. M. and 5 P. M. Evenings, between 7 P. M. and 10 P. M.

Convenient appointments can also be arranged with the Institute's examiners in the member's home district or city. Women physicians are available at the main office for the examination of women members who prefer them. Anyone interested in public health, personal hygiene or preventive medicine is cordially invited to personally investigate the work the Institute is doing.

Some Health Nuggets From the Literature of The Life Extension Institute

The business man or desk worker should learn to sit correctly at his desk, with the chest arched forward, and abdomen in, feet crossed and weight resting on the full length of the thighs. A few deep respirations occasionally will stir up the circulation and help prevent brain fog. The alternate contraction and relaxation of the entire muscular system can be practised while one is dictating or reviewing papers.

Skins differ just as hearts, kidneys, brains, livers and nervous systems differ. Where there is a tendency to skin trouble and the cause cannot be traced to some direct injury, infection or parasite, a thorough overhauling of the body and life of the individual is necessary.

Genuine rheumatism is caused by infection, by bacteria that travel through the tissues. Rheumatism is not due to uric acid, and most remedies advertised for such conditions are useless, if not harmful. The source of the infection should be sought, whether in the tonsils, tooth sockets, ears, nose, etc., and the focus of infection removed.

A good complexion is a social obligation; it is a joy to look upon, though the face be plain. It suggests health and sweetness and

soundness, and is an asset in the struggle for existence.

Dust is the aeroplane of the microbe.

Instead of spending money for remedies which our common sense should tell us are mere catchpennies, we should spend more time and money in avoiding illness. One visit a year to the physician for keeping well may save many visits for actual illness. It costs less to "keep well" than it does to "get well."

Don't exaggerate your own importance in the scheme of nature. A pain in your little finger is not going to wreck the universe, whoever you may be. You owe it to yourself, to your family, and to your country to keep your body in good trim, but not to "mollycoddle" it or spend your time "watching yourself live." Do your duty by your body; have it examined periodically, and then get into the game of life and play it—squarely. Don't try to beat the game by sharp practice with nature.

It is safe to say that fully 80% of the deaths in the United States annually from organic diseases of the kidneys and urinary system, and of the heart and circulatory system (including apoplexy and paralysis), could be postponed from a few days to a number of years, if we could teach the people personal hygiene—how to guard against these afflictions—and to have periodic health examinations to detect the presence of trouble before it becomes firmly seated.

The purpose of our Health Service is not only to detect disease, but to make a spot map, as it were, of the individual and record any defect or deficiency, either in the body or the life of the individual, the correction of which would prolong his life, and render it happier, more useful and more effective.

If preventive medicine is to bestow on man its richest service, the time must come when every citizen will submit himself to a thorough medical examination once a year or oftener.

A thorough examination of the nose, mouth and throat is most important. Nasal obstructions, chronic catarrh, adenoids, infected tonsils, infected tongue (the root is often infected), gums and teeth, all invite not only colds and winter troubles, but other forms of chronic organic diseases.

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Times, 11-9-19

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What Is the Value of Human Life?

RIDING home in the train the other night I overheard two men in the seat in front of me discussing the sudden death of a man they both knew. Blurred phrases drifted back to me—

"Frank was always in perfect health as far as I could see. Strong, husky fellow, looked fit as a fiddle, on the job every day."

"It's going to be tough for his wife and youngsters. A boy in college and two girls at school. I doubt if she's had any business training, either."

"What do you suppose took him off so quickly? I can't understand it."

Absorbed in my paper, I paid but scant attention to these snatches of conversation until, looking up as I drew near my station, I caught the final comment:

"The trouble with Frank Wallace was simply this. *He kept no books on his health.*"

For some reason or other that remark kept running in my head all evening. Vaguely, I worried me, for I found that unconsciously I was applying it to myself and that it disturbed my smug satisfaction concerning my own health.

However, by morning I had forgotten the incident and I dashed for the train free from any misgivings.

BUT I was not so easily to escape. Confronting me in the morning paper—almost accusingly it seemed—was an article by a renowned physician condemning in no uncertain terms the faulty health standards of modern men and women. Up bobbed that pestering remark, "*He kept no books on his health.*" And as I read the article, it dawned on me that in this respect I was as careless and negligent as this man who had just died in the prime of life.

Some of the statistics given by this physician were actually startling.

"The financial loss to this country from preventable disease exceeds a thousand million dollars.

"Typhoid Fever alone costs annually three hundred millions of dollars.

"In 1920 there were five hundred thousand deaths among workers (executives as well as factory hands)—half of which were preventable or postponable."

Facts like these, from unquestionable authority, literally staggered me and as I read on, for the first time, I began to understand

The Value of Human Life

WHY is it that a normal man who insists upon keeping the most careful and accurate records of the condition of his business will blindly and fatuously, year after year, neglect to obtain the slightest dependable information concerning his physical condition. Not for one month would he permit himself to be without an accurate record of the health of his business, but he will neglect his bodily health for years. And yet this physical body which he stubbornly neglects—not his business which he pets and pampers—is the real source of his daily bread.

I doubt if there is a more supreme confidence, or a more mistaken one, than the confidence of people who "feel all right." It is, or has been, almost impossible to convince an apparently healthy person that the finely adjusted organs of the human body cannot go on indefinitely without attention any more than can a delicate piece of machinery.

There is no man or woman whose manner of living does not necessitate daily irregularities that are a constant strain upon the organs of the body. The stomach, heart, lungs, kidneys, brain, and nervous system are all continuously exposed to manifold stresses, strains, infections, poisons and other menacing factors. Civilization has eliminated some of these factors, but has wholly neglected or actually invited others.

The workman regularly goes over his tools or the machine at which he works—the business man watches his business like a hawk—has the motor in his auto periodically overhauled—takes his

watch to the jeweler for adjustment—but his body, the most important machine of all, he ignores and neglects.

As far as our bodies are concerned we seem to have a blind belief in perpetual motion.

IT is a fact that fifty per cent. of supposedly able-bodied people are in need of medical treatment. And the pity of it is that Nature's own preliminary signs of breakdown, intended as a warning, are disregarded. Headaches, dizziness, occasional pains in the abdomen—these and other indications are fought off or treated with quack remedies which at the best can only postpone the final catastrophe.

The natural, the right way of preserving good health is to know your own physical condition. Know it now. And if your body is beginning to show the strain of living learn from competent and reliable authority the right way to repair the damage.

The purpose of the Institute's standard survey of the body and life of the individual is to ascertain any physical defect or diseased condition which may exist in order that the Institute may interpret as completely as possible the present physical trend of the subscriber, intelligently inform him of his immediate needs, and guide him away from unnecessary illness and suffering.

This service consists of a standardized physical examination of the whole body, together with quarterly chemic and microscopic examinations of the urine, review of your personal and family history, daily living habits and health problems, detailed reports, hygienic guidance and instructions, monthly health journals, and other valuable privileges. It is available for men and women.

The examinations are not made from the standpoint of the hospital or the clinic. They are

made from the standpoint of preventive medicine and constructive hygiene. Their purpose is to provide a survey of the life and body of the individual upon which may be based guidance as to necessary correction of hygiene or as to the type of medical treatment or medical observation and supervision that may be needed.

Guidance in individual hygiene is given by the Institute, but no medical or surgical treatment is furnished. Those in need of such treatment are counseled as to the proper form of treatment to be sought and are urged to seek relief through scientific, medical and surgical sources, and are warned against quacks, charlatans, and self-treatment.

A PROVISION has been made for utilization of a substantial portion of the dividends of the Institute in public health work, under the trusteeship of ex-President William Howard Taft and Professor Irving Fisher. Two-thirds of the common stock is held in trust by Mr. Taft and Professor Fisher for this purpose.

It makes no difference where you live. In addition to its large staff of men and women examining physicians in the Head Office here in New York, the Life Extension Institute has 7,000 examining physicians listed throughout the United States and Canada.

Examinations of subscribers who live in New York and vicinity are made at the Head Office of the Institute, 25 West Forty-fifth Street—on appointment by telephone or letter—between the hours of 9 A. M. and 5 P. M. Convenient appointments can also be arranged with the Institute's examiners in the member's home district or city.

There is a special department for women. Women physicians are available at the Head Office for the examination of women members who prefer them.

The reports of the Institute are strictly confidential and are not available to any insurance company or any other organization.

A coupon is printed below for the convenience of those desiring further information regarding the services of The Life Extension Institute.

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"The animal ancestry of man is still passionately denied by many learned and able people," writes H. G. Wells in *The Outline of History*. Did he foresee the Scopes trial, now in progress?

Was *THIS* the First Man?

JUST part of a skull, two molar teeth, and a thigh bone. Pieced together, they may make the fearsome creature shown in this picture. He is the so-called "Dawn Man." Scientists say he lived in a world full of sabre-toothed tigers, 500,000 years ago, and that he is your ancestor and mine!

Is evolution true? Are we kin to the apes? Is the Bible story of creation a myth? Or are the findings of the scientists based on insufficient evidence? Is it a duty to teach evolution to children, or a crime?

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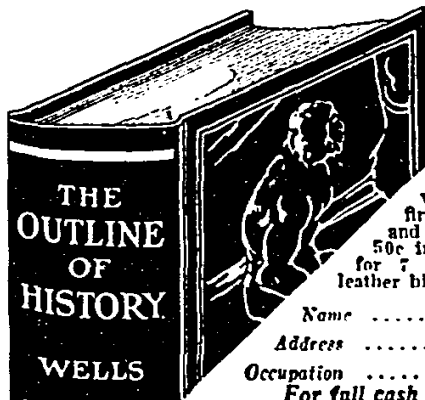
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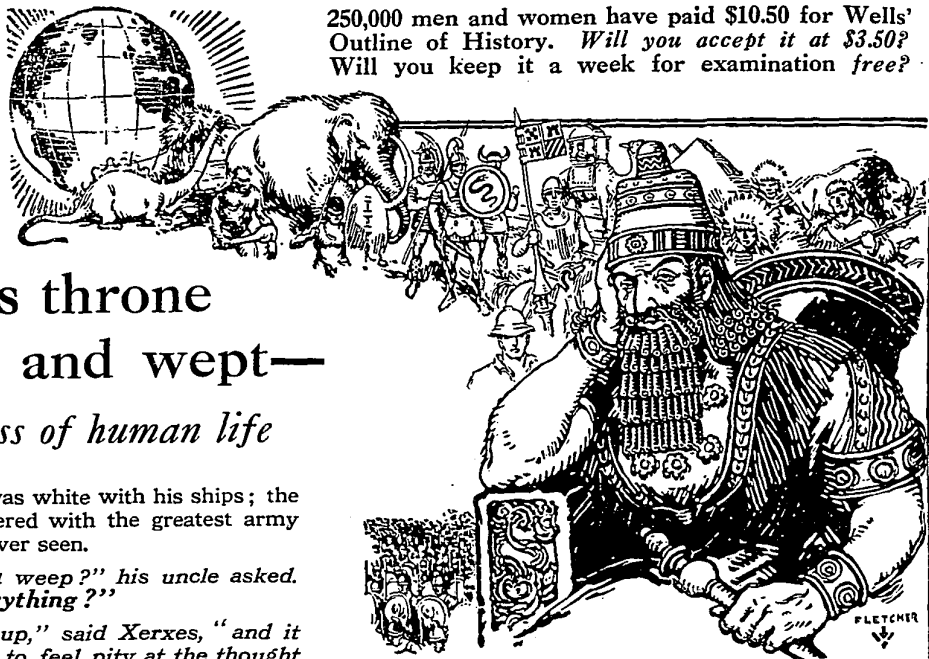
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sat Xerxes and wept—

at the shortness of human life

THE Hellespont was white with his ships; the plains were covered with the greatest army the world had ever seen.

"Why should you weep?" his uncle asked. "You who have everything?"

"I have reckoned up," said Xerxes, "and it came into my mind to feel pity at the thought how brief was the whole life of man, seeing that of these multitudes not one will be alive when a hundred years have gone by."

(Wells' Outline of History, page 283)

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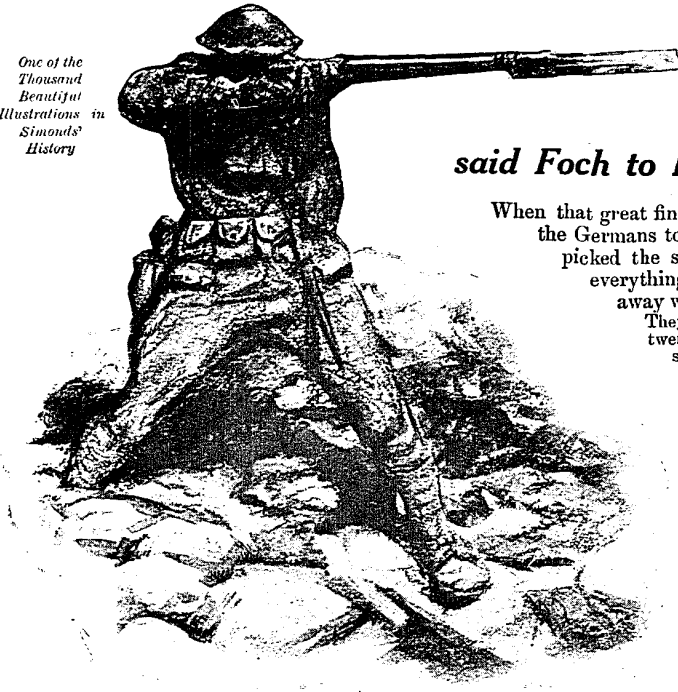
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When that great final offensive was being planned—the offensive that brought the Germans to their knees and put an end to the War—General Pershing picked the strongest, most vital part of the German line and hit it with everything he had. "You'll get away with it," said Foch, and "get away with it" they certainly did.

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Michael O'Leary—age 25—the same Michael who looked after the pigs on the little farm in the County of Cork—crept up on the enemy single handed, and before they could swing their deadly machine gun around, shot the crew of five in five seconds—dashed to another trench—shot three more Boches—captured two—took two barricades—saved his whole company from certain destruction—then came back with his prisoners, as cool as if he had been for a stroll in the park!

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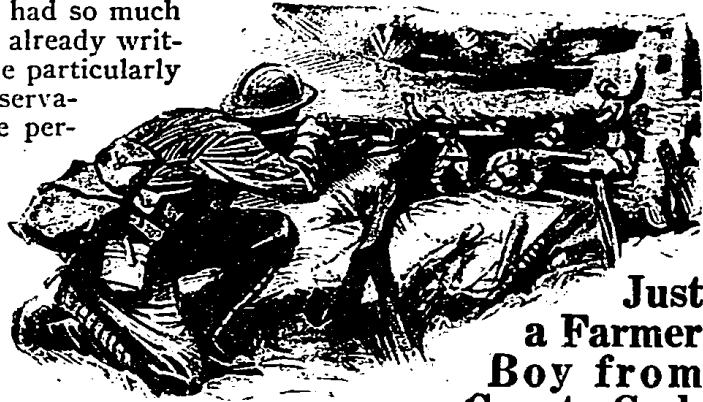
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"I do not know of a better guide to the War than Mr. Frank H. Simonds."
Dr. Hugh Black says:
"I know no one in America who has more knowledge and more insight into the great War than Frank H. Simonds."

Colleges Study This History

Yale University has ordered 400 copies of selected chapters from Simonds' "History of the World War" for use as a text book in its history classes. President Hadley says of it: "I have had so much pleasure from what Simonds has already written about the War that I shall be particularly glad to have the results of observations and conclusions in a more permanent form."

Albert Bushnell Hart, Professor of Government at Harvard University and noted the world over as an authority on History, writes: "I have found Simonds' 'History of the World War' very useful in a course which I recently gave on the diplomacy of America in the war. The books have been very usable for classes. We have had a set—or sets—in constant use in the college library."



Just a Farmer Boy from County Cork

Michael O'Leary—ago 25—the same Michael who looked after the pigs on the little farm in the County of Cork—crept up on the enemy single handed, and before they could swing their deadly machine gun around, shot the crew of five in five seconds—dashed to another trench—shot three more Boches—captured two—took two barricades—saved his whole company from certain destruction—then came back with his prisoners, as cool as if he had been for a stroll in the park!
Once more this war has proved that truth doesn't have to stick to probabilities. Read the story of this Irish lad and his almost unbelievable adventures in

200 TRUE STORIES OF THE GREAT WAR 6 VOLUMES FREE

It happens that we have left over from a huge edition a few hundred copies of a wonderful set of books—the real experiences of real people.

There are not enough of these sets to sell our usual way so we have decided that to the first few hundred who send this coupon we will give, *entirely free of charge*, one of these sets.

In Frank H. Simonds' History you get the larger aspects of the War. In this set of books you get the intimate, personal aspects.

Each and every one of these two hundred tales is a story of romance almost beyond belief. Here are unexpected endings. Here is suspense—here terror and despair—here glad tidings—here happy endings.

Sometimes the escaped spy tells his own story. Now the woman who fell into the hands of the Turks tells her story. Now a man in the Foreign Legion tells unbelievable tales of those glorious blackguards—those heroic rascals; the story of a beautiful English woman of title who ensnared German spies; the story of the disgraced clergyman who fought his way back.

There are only a few of these sets to be given away—just a remnant of a huge edition that was snapped up by eager readers.

Please send me, all charges prepaid, the "History of the World War" by Frank H. Simonds and other famous contributors, complete in five volumes. Also the six volumes of "True Stories of the Great War."

If not satisfactory I will return both sets in five days, otherwise I will remit \$1.00 in five days, and then \$2.00 a month for 12 months for the Simonds' History only and retain the True Stories FREE.

Name.....

Address.....

If you prefer the more sumptuous 24 Karat binding just observe the terms to \$2.00 in five days, and then \$2.00 a month for 10 months.

FREE—If Your Card Is Mailed At Once Your Last Chance

Send the coupon at once—today—without any money. You will receive, all charges prepaid, Frank H. Simonds' History of the War. At the same time you will receive—*entirely free of charge*—a set of books in six volumes containing 200 True Stories of the Great War. If you do not like either set, you can return both—otherwise you can keep the Simonds' History and pay for it in little payments, and keep the "True Stories" set FREE.

But remember, these few hundred sets won't last long. 35,000 of them have already been sold—so act promptly! Don't miss this last chance! Send the coupon today!

REVIEW OF REVIEWS CO.
30 Irving Place New York



John Caples Swipe File

Caples on copy.

John Caples may be America's most tested advertising man. And he's passed the test for more than fifty years. A member of the Copywriters Hall of Fame, he's the newest member of the Advertising Hall of Fame. The ads written by this man include many classics. He wrote what may be the best-known, most-quoted ad of all time, "They Laughed When I Sat Down at the Piano." A graduate of the Naval Academy, he served as a Navy Commander during World War II. He has

written four of the most useful books on advertising ever published, including "Tested Advertising Methods," a virtual handbook for every copywriter. Speaker, author, teacher, researcher, analyzer; this gentle master can be described in many ways. But perhaps David Ogilvy hit upon the best description when he called John Caples, "one of the most effective copywriters there has ever been." Here, from a recent interview, is Caples on copy.

On headlines:

"Headlines make ads work. The best headlines appeal to people's self interest, or give news. Long headlines that say something outpull short headlines that say nothing. Remember that every headline has one job. It must stop your prospects with a believable promise. All messages have headlines. In TV, it's the start of the commercial. In radio, the first few words. In a letter, the first paragraph. Even a telephone call has a headline. Come up with a good headline, and you're almost sure to have a good ad. But even the greatest writer can't save an ad with a poor headline. You can't make an ad pull unless people stop to read your brilliant copy."

On word power:

"Simple words are powerful words. Even the best educated people don't resent simple words. But they're the only words many people understand. Write to your barber or mechanic or elevator operator. Remember, too, that every word is important. Sometimes you can change a word and increase the pulling power of the ad. Once I changed the word 'repair' to 'fix' and the ad pulled 20% more!"

On first drafts:

"Overwriting is the key. If you need a thousand words, write two thousand. Trim vigorously. Fact-packed messages carry a wallop. Don't be afraid of long copy. If your ad is interesting, people will be hungry for all the copy you can give them. If the ad is dull, short copy won't save it."

On directness:

"Get to the point. Direct writing outpulls cute writing by a big margin. Don't save your best benefit until last. Start with it, so you'll have a better chance of keeping your reader with you. Don't stop by just telling people the benefits your product offers. Tell them what they'll miss if they don't buy it. If you have an important point to make, make it three times: in the beginning, the middle, the end. At the end, ask for action. If people are interested enough to read your ad, they want to know what to do. Tell them."

On humor:

"Avoid it. What's funny to one person isn't to millions of others. Copy should sell, not just entertain. Remember there's not one funny line in the two most influential books ever written: the Bible and the Sears catalog."

On repeating ads:

"Clients get tired of ads before the public does. Advertisers who can't measure results almost always change campaigns too often. Mail order advertisers know what works, and they stick with it. Of course, you ought to try to develop ads that work even better. That's why I've enjoyed writing mail order advertising. You're always trying to beat ads that do work, to beat the proven winner. When you try to develop a new winner, test ten ads, not just one. And remember, if you lose, you should have learned something from the experience."

On dealing with clients:

"Be honest. Tell your client what works and what doesn't. Stop worrying about commissions. If your advertising works, your client will stay with you, and his budget will grow. Admit when the client is right. Be strong enough to fight with him when he is wrong. But don't argue to the point of making an open break. The memory of the break lingers long after the reason for the argument has been forgotten. Be flexible enough to try it the client's way. He may just have an idea that'll make you a hero."

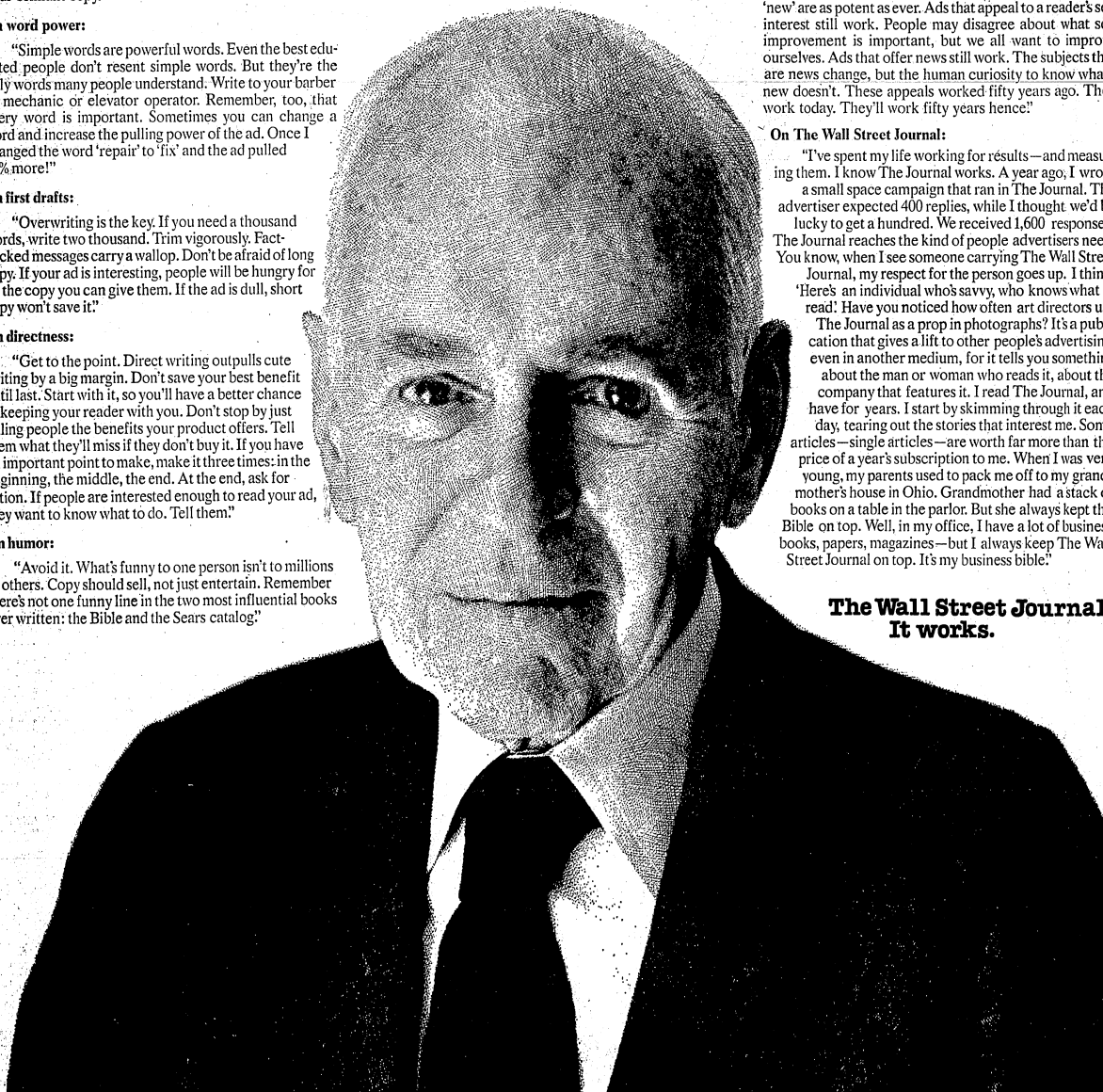
On changing times:

"Times change. People don't. Words like 'free' and 'new' are as potent as ever. Ads that appeal to a reader's self interest still work. People may disagree about what self improvement is important, but we all want to improve ourselves. Ads that offer news still work. The subjects that are news change, but the human curiosity to know what's new doesn't. These appeals worked fifty years ago. They work today. They'll work fifty years hence!"

On The Wall Street Journal:

"I've spent my life working for results—and measuring them. I know The Journal works. A year ago, I wrote a small space campaign that ran in The Journal. The advertiser expected 400 replies, while I thought we'd be lucky to get a hundred. We received 1,600 responses! The Journal reaches the kind of people advertisers need. You know, when I see someone carrying The Wall Street Journal, my respect for the person goes up. I think, 'Here's an individual who's savvy, who knows what to read.' Have you noticed how often art directors use The Journal as a prop in photographs? It's a publication that gives a lift to other people's advertising, even in another medium, for it tells you something about the man or woman who reads it, about the company that features it. I read The Journal, and have for years. I start by skimming through it each day, tearing out the stories that interest me. Some articles—single articles—are worth far more than the price of a year's subscription to me. When I was very young, my parents used to pack me off to my grandmother's house in Ohio. Grandmother had a stack of books on a table in the parlor. But she always kept the Bible on top. Well, in my office, I have a lot of business books, papers, magazines—but I always keep The Wall Street Journal on top. It's my business bible."

**The Wall Street Journal.
It works.**





Photograph by Victor Keppler

John Caples, one of the best known advertising men in America today, is senior vice president of an agency that bills over 230 million dollars a year. He is an outstanding example of a man whose ability as an advertising writer took him to the top of his profession.

Inside track to success in advertising

Who enjoys the highest earnings in the advertising business today? The most prestige and job freedom?

More often than not, it's the copy writer or copy thinker — the man who can create good selling ideas, express them powerfully in words, or show others how to do it. He has the inside track to the top positions.

If you want to get on this inside track to advertising success, here's an opportunity never before available. Four experts have fashioned a new kind of professional training course in advertising writing and planning. They are:

John Caples, senior vice president of the fourth largest advertising agency in the world, and author of such books as *Tested Advertising Methods* and *Making Ads Pay*;

Mark Wiseman, author of *The Anatomy of Advertising*, whose celebrated private workshops for top agency executives have greatly influenced advertising writing today;

Rudolf Flesch, consultant in business communication to Prudential Life, Prentice-Hall, other top corporations, and author of *The Art of Plain Talk* and other books;

Berger Evans, educator, co-author of the *Dictionary of Contemporary American Usage*, and leading authority on the use of simple, effective language.

Course ideal for busy people

These four experts created a professional course in advertising writing which you take at home

on your own schedule — ideal for the busy person impatient for success.

They spent years pouring all their priceless know-how and successful experience into this Course. For example: John Caples tells how he helped build a profitable business with a single ad . . . how he devised probably the most successful series of small-space ads in the history of advertising. Mark Wiseman explains the tested advertising formulas he has taught to an entire generation of advertising men. Rudolf Flesch and Bergen Evans demonstrate techniques of motivating a reader to action with words that *work*.

You tackle problems that you'd face on the job

The Course is designed so that you can complete it in a year or less. You are trained by a remarkable series of advertising planning and writing assignments in which you are encouraged to tackle problems you may be facing on the job or in your own business.

Your instructors, themselves professionals, work with you much as a top copy chief would with a promising assistant. When you complete an assignment and mail it to the School, your instructor blue-pencils improvements right on it, going into far greater detail than most busy advertising executives would have time for. He also sends you a long letter of specific advice on how to improve your advertising writing.

Assignments are simple at the start and

gradually become more challenging. You begin with basic principles and move, step-by-step, to more complex problems. Ultimately, you are equipped to take on the planning, design and writing of entire campaigns in a wide variety of media.

Training works well

The Famous Writers Advertising Course is young. Yet students, many still in training, have already begun to see results in the form of increased income and opportunity.

"I've landed a wonderful job with another advertising agency," announces Mary Ann Brooks, of New Orleans, La. "It's a better position at better pay and — best of all — I'm writing copy. I'm firmly convinced this is a direct result of your Course."

D. R. King, of Atlanta, Ga., writes: "It won't be long before my Course will have paid for itself. I completed a 12-page brochure on a brand-new garden apartment project. My copy was approved last week."

"Since taking your Course my whole career has changed," reports K. M. Brown, of Newark, Ohio. "I've done free-lance work for a local agency, written ad campaigns for a Columbus bank and a home developer, and have been doing a weekly column for a local newspaper. I've even been offered an exciting job as copywriter by a large department store."

Send for information without charge

Whether your goal is to build more sales and profits for your own business, to become a better advertising writer, or to advance to top executive echelons, here is the expert professional training you need.

To find out more about it, fill out and mail the coupon below. You'll receive, free, a descriptive survey of the Famous Writers Course in Advertising Writing, plus an illustrated 48-page brochure on the School and its teaching methods. There's no obligation or commitment.

Famous Writers School

Dept. 6673, Westport Connecticut 06881

Please send me—without cost or obligation—descriptive material on your Advertising Writing Course, along with the 48-page illustrated brochure on the Famous Writers School.

Mr. _____ Age _____
Mrs. _____
Miss _____ (Please circle one and print)

Address _____

City _____ County _____

State _____ Zip Code _____

Business Firm _____

Business Address _____

The School is accredited by the Accrediting Commission of the National Home Study Council, Washington, D.C.



They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. "Jack! Why didn't you tell us you could play like that? . . . 'Where did you learn?'—'How long have you studied?'—'Who was your teacher?'"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story.

"Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practising. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson.

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A.B.C.! And, as

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1031 Brunswick Bldg., New York City.

U. S. School of Music,
1031 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

Have you above instrument?.....

Name.....
(Please write plainly)

Address.....

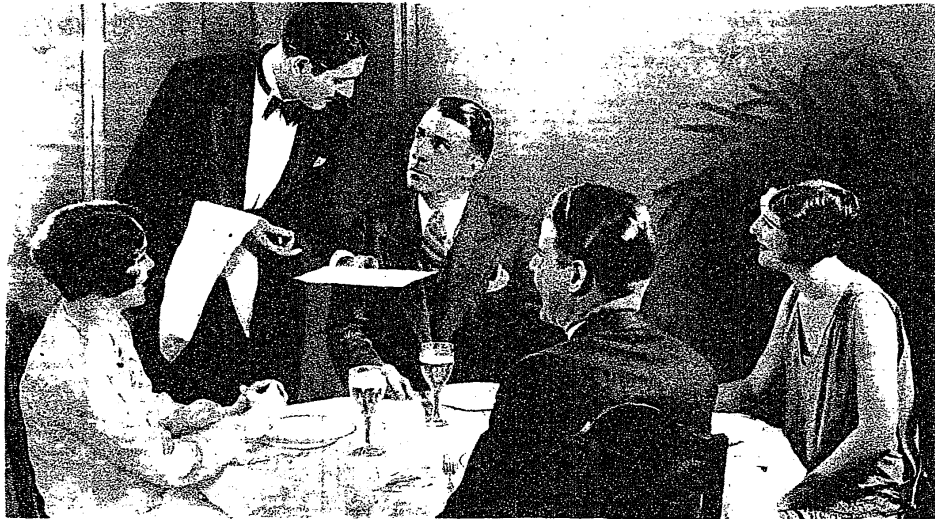
City..... State.....

Pick Your Instrument

Piano	'Cello
Organ	Harmony and
Violin	Composition
Drums and	Sight Singing
Traps	Ukulele
Banjo	Guitar
Tenor	Hawaiian
Banjo	Steel Guitar
Mandolin	Harp
Clarinet	Cornet
Flute	Piccolo
Saxophone	Trombone
Voice and Speech Culture	Automatic Finger Control
Piano Accordion	

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ADVERTISEMENT.



They Grinned When the Waiter Spoke to Me in French

—but their laughter changed to amazement at my reply

WE had dropped into Pierrot's for dinner—Pierrot's, that quaint French restaurant where the waiters speak nothing but French. Jack Lejeune, who boasted a smattering of French, volunteered to act as interpreter.

"Now tell me what you want to eat," announced Jack grandly, after we were seated, "and I'll 'parley' with the waiter."

With halting French phrases and much motioning of hands, Jack translated our order to the waiter. Finally Jack turned to me.

"What's yours, Fred?" he asked.

"Virginia ham and scrambled eggs," I replied.

Jack's face fell. He knew that my order would be difficult to translate into French. However, he made a brave effort.

"Jambon et des—et des—" but Jack couldn't think how to say "scrambled eggs." He made motions as if he were scrambling eggs in a frying pan, but the waiter couldn't get what he was driving at.

"I'm afraid you'll have to order something else, Fred," he said finally. "I can't think of the word for 'scrambled eggs.'"

Everybody smiled—everybody except me. With great ceremony I beckoned to the waiter. "I'll explain my order to the waiter," I said. A chuckle ran around the table.

"Fred can't speak French, can he?" I heard a girl whisper to Jack.

"No—he never spoke a word of French in his life," came the answer. "But watch him. This will be funny. He'll probably give an imitation of a hen laying an egg."

A Tense Moment

The waiter addressed me. "Monsieur a fait son choix?" he asked.

There was a pause. All eyes were on me. I hesitated—prolonged the suspense as long as possible. Then in perfect French I said to the waiter: "Oui.

Donnez-moi du jambon aux oeufs brouillés—jambon de Virginie."

The effect on my friends was tremendous. The laughter stopped. There were gasps of amazement. In order to heighten the effect, I continued for several minutes to converse in French with the waiter. I asked him all sorts of questions—what part of France he was from—how long he had been in America, and many other queries. When I finally let the waiter go, everybody started firing excited questions at me.

"Fred! Where did you learn to speak French like that?" "Why didn't you tell us you could talk French?" "Who was your teacher?"

"Well, folks," I replied, "it may sound strange, but the truth is I never had a teacher. And just a few months ago I could not speak a word of French."

"Quit your kidding!" laughed Jack. "You didn't develop that knowledge of French in a few months. I thought it took years to learn to talk like that."

"I have been studying French only a short while," I insisted. And then I told them the whole story.

How I Learned French Without a Teacher

"Did you ever hear of the House of Hugo?" I asked.

Jack nodded. "That's that famous Language Institute over in London, isn't it?"

"Yes," I replied. "They've been teaching languages for over a century. Thousands of Europeans have learned foreign languages in a surprisingly short time by their 'at-sight' method."

"But what's that got to do with your learning French?" asked Jack. "You haven't been over there taking lessons from the House of Hugo, have you?"

"No, I couldn't go to the House of Hugo, so the House of Hugo came to me," I replied quizzically.

My Friends Looked Startled

"Here's what I mean," I said. "The authorities of the House of Hugo got together recently and decided to condense their knowledge of language instruction—their experience in teaching French—the secrets of their wonderful method into a course of printed lessons—a course which anyone could study at home.

"This course turned out to be the most ingenious method of learning French ever devised. It was simply marvelous. It enabled people to learn French in their own homes, in an incredibly short time.

"I can scarcely believe it myself, but just a few months ago I didn't know a word of French. Now I can speak and understand French when it is spoken to me. And I didn't study much—just a few minutes a day. There were no laborious exercises to do—no tiresome rules—no dull class-room drills. It was

actually fun learning. Everything was so clear, so simple, so easy. Honestly, the Hugo 'At-Sight' French Course is the most remarkable thing of its kind I have ever seen!"

Try It 5 Days FREE

This story is typical. You, too, can now learn French at home—quickly, easily, pleasantly—just as thousands of others are doing by the celebrated Hugo "At-Sight" Method. Twenty-four fascinating lessons, carefully planned. The most ingenious method of learning French ever discovered. Whole generations of language-teaching experience in all the leading European cities are behind this French course.

The wonderful thing about this simplified Hugo method is that it makes you your own teacher. At home—in minutes that might otherwise be wasted—you learn, phrase by phrase, sentence by sentence, to speak the language correctly and well. To be able to speak French is decidedly a cultural attainment, and is recognized as such. Use those spare minutes to master French this fascinating Hugo way!

No money is necessary now. We shall be glad to send you the complete course FREE FOR 5 DAYS so that you may see it and judge it for yourself. Within the free examination period you have the privilege of returning the course without cost or obligation, or keeping it as your own and sending only \$2 as a first payment and thereafter \$2 a month until the full price of \$12 has been paid.

You are the judge. Simply return the course within 5 days if you are not fascinated and delighted with it. If you act promptly, a valuable French-English Dictionary, containing 45,000 words, will be included without additional cost.

We urge you to clip and mail this coupon today. Doubleday, Page & Co., Dept. F-211, Garden City, New York.

Doubleday, Page & Co., Dept. F-211
American Representatives of Hugo's
Language Institute of London.
Garden City, New York

Please send me the Hugo "French-At-Sight" Course, in 24 lessons, for free examination—and include the French-English Dictionary. Within 5 days I will either return the Course and Dictionary, or send you \$2 at that time and \$2 each month thereafter until \$12 has been paid.

Name.....
Address.....
City.....State.....
Reference or Occupation.....
5 per cent. discount for cash with order.

If you prefer to get a course in
 Spanish Italian German Russian
put X in box preceding language desired. Price and terms are exactly the same as for the French Course.

If you prefer to learn
Spanish Italian German Russian
instead of French, indicate your choice in coupon
in the lower right-hand corner of this page.

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*"Très bien - Je vous rencontrerai à l'entrée de la bibliothèque à cinq heures et demie
N'oubliez pas... C'est bien... Au revoir"*

The Grim Mr. Haley Sat Amazed —as Stevens casually broke into French.

"HERE, Stevens, this call is for you," Mr. Haley said.

"For me?" Young Stevens was visibly surprised—and embarrassed.

"Yes, for you," Mr. Haley answered, rather curtly.

In a flash Stevens remembered. He had been expecting a call that morning, and now it had come to the last place on earth he wanted it—in Mr. Haley's office. It was the first time, too, that he had been called into the President's office. He took the receiver and spoke.

"Hello, René, how are you?" Then, to the complete amazement of his employer, Ralph started to speak in French! "*Très bien—Je vous rencontrerai à l'entrée de la bibliothèque à cinq heures et demie... Pouvez-vous bien trouver le chemin? ... C'est bien... N'oubliez pas... Au revoir.*"

When Ralph put down the telephone Mr. Haley was gazing at him curiously. Ralph felt an explanation was necessary.

"I'm sorry the call came here," he apologized. "A friend of mine telephoned to make an appointment. He hasn't been in this country long and he doesn't speak much English."

"I see. You're not French yourself, are you?"

"No, indeed, Mr. Haley," Ralph smiled. "But I have always wanted to speak French, so a short while ago I began spending a little of my spare time in picking up the language."

Mr. Haley was impressed. Here was an unusual chap, he thought. He was *accomplished*.

For a few moments they chatted together about French. Mr. Haley mentioned a trip he had recently made to Paris.

"A buyer whom I met in France is coming to see me tomorrow evening," he said. "Do you think you could come to my home and help me entertain him? I know even less French than he does English."

"I'll be delighted," said Ralph.

The following evening Ralph helped entertain M. Francois Glenneau, Mr. Haley's French client.

Glenneau took an instant liking to young Stevens, largely, perhaps, because of his knowledge of French. The conversation was animated and continuous—Ralph responding to the Frenchman's keen wit and sprightly observations with complete confidence. While Mr. Haley listened, understanding little, but edging in a cautious word now and then, Stevens and Glenneau discussed business and other subjects dear to the Frenchman's heart.

Mr. Haley was delighted. "Imagine," he told the Vice-President of his company next day—"Imagine what a 'find' for us that boy Stevens is. He doesn't know it yet—but he sails in two weeks for Paris to close a deal with the Marchand people. Stevens is going far with us—you can bet your life on that."

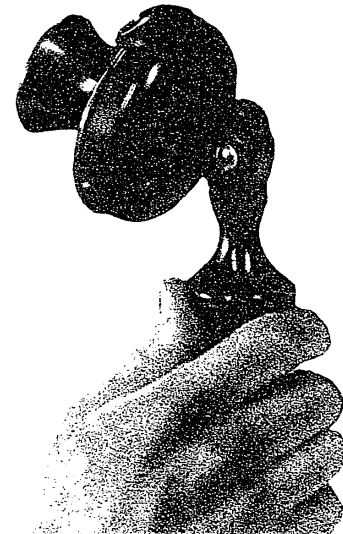
The Everyday Value of French

Many men and women in business have found French of inestimable value in forming contacts, making friends, and advancing themselves in a business and social way. It will do the same for you. A knowledge of French will not only lend charm and distinction to your own language, but will enable you to mingle with cultured people who read and discuss the French novels and plays. It will open to you new vistas of fine literature. It will make you feel at home in the smart restaurants and hotels where French words and French phrases are so frequently seen and heard. In short, it will open up to you an entire new world of reading, conversation and thought.

And unquestionably the simplest, quickest and least expensive way to learn French is through the famous Hugo Method.

A Few Minutes a Day

The wonderful thing about this simplified Hugo method of learning French at sight is that it makes you *your own teacher*. Easily, pleasantly, at home—in minutes that might otherwise be wasted—you learn, phrase by phrase, sentence by sentence, to speak the language correctly and well. Certainly there is nothing else like it—at any price—in any form. The real Hugo method—the famous European Hugo method—simple, easy to master, fascinating!



Examine It 5 Days FREE

You cannot imagine a method as completely delightful as Hugo's "French-At-Sight." Examine it, please, without obligation—and see for yourself how easy it is to master French words and phrases this way, how you acquire the correct pronunciation and accent.

No money is necessary now. We shall be glad to send you the complete course FREE FOR 5 DAYS so that you may see it and judge for yourself. Within the 5 days you may return it without cost, or keep it for your own and send only \$2 as a first payment. Thereafter send only \$2 a month until the full price of \$12 has been paid.

If you act now, a useful French-English dictionary will be included FREE. Clip and mail this coupon at once. Doubleday, Page & Co., Dept. F-210, Garden City, N. Y.

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Please send me the Hugo "French-At-Sight" Course in 24 lessons, for free examination, and include the French-English Dictionary. Within 5 days I will either return the course and dictionary or send you \$2 at that time and \$2 each month thereafter until \$12 has been paid.

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I smiled when the butler spoke to Donovan in French

—but I gasped with surprise at my friend's reply!

"CAN you speak French?" I asked Donovan one day.

"Yes, indeed," grinned Donovan, who was one of the best salesmen in our office and who hated to admit there was anything he couldn't do. "I speak it like a native Frenchman."

I could hardly keep from laughing at the idea of Donovan speaking French. But I gave no sign that I doubted his word.

"Why, you're just the man I want!" I exclaimed. "I'm going to call on Alphonse Leroux, the French perfume manufacturer, and I want you to come along and help me persuade him to sign a contract."

"Fine!" replied Donovan. "I'll be delighted!"

Donovan had the spirit of a true salesman. A mere matter of being unable to speak the same language as a customer meant nothing to him.

But I, on the other hand, was worried. I had been told that Alphonse Leroux could speak English. But if he couldn't! . . . I shuddered at the thought! Donovan would be useless to me. And I would have to depend entirely on the smattering of French I had been taught in high school.

I was nervous when Donovan and I climbed the steps leading to Leroux's home on Park Avenue. It was a fashionable place—a sort of combined residence and business office which the Frenchman used during his visits to America.

I rang the doorbell. Fervently I prayed that Leroux would be able to speak English. The door swung open and a butler appeared.

An Unexpected Shock

"Is Monsieur Leroux at home?" I asked in my friendliest manner, little expecting the shock I was to receive.

To my horror the butler replied *in French!* My heart sank.

"Of all things—a French butler!" I exclaimed to Donovan.

I turned to the butler again.

"Is Monsieur Alphonse Leroux at home?"

Instead of answering me in English, the butler continued in French. He spoke so fast I couldn't understand a word he said. "I'm lost!" I thought.

"Let me talk to him," whispered Donovan.

My friend stepped forward. "What did you say, my man?" he inquired of the butler.

The butler again rattled away in French. Donovan listened attentively, as if he were following every word.

Then Donovan Spoke Up

When the butler finished, Donovan spoke up. To my everlasting amazement he answered that butler *in fluent French!* I could scarcely believe my ears! Donovan speaking French! It seemed incredible!

But his words had a magic effect on the butler, who suddenly blossomed into smiles, bowed low, and welcomed us into the house.

Half an hour later Donovan and I descended the steps in front of Monsieur Leroux's home. I was

happy as a bird, for in my pocket was the contract, signed and sealed.

I slapped Donovan on the back. "You made a wonderful impression on Leroux!" I exclaimed. "Where on earth did you learn to speak French like that? Why . . . why . . . ?"

Donovan laughed. Then he told me an interesting story.

How to Master French Without a Teacher

"Did you ever hear of the Hugo Language Institute?" he asked me.

"It's a School of Languages located over in London, isn't it?"

Donovan nodded. "It's one of the oldest language institutes in the world. They recently did a remarkable thing. Guided by their expert knowledge of language instruction—their years of experience in teaching languages—they put the secrets of their quick method into a set of printed lessons—a set of lessons any one can study at home!"

"That's how I mastered French. I took the Hugo French Course. That course is wonderful! It's called the 'At-Sight' method—and is far ahead of all the old-fashioned methods we used to study in school. A short time ago I didn't know a word of French. Now I can speak French, read French, and understand spoken French.

"And I studied only in my spare moments. None of those tiresome exercises or classroom drills to do. It was fun. Everything was made so clear, so simple, so easy!"

"Honestly, the Hugo 'At-Sight' French Course is a marvelous achievement in language instruction!"

This story is typical. You, too, can now master French at home—quickly, easily, pleasantly—just as thousands of others are doing by the celebrated Hugo "At-Sight" Method. Twenty-four fascinating lessons, carefully planned. The most ingenious method of acquiring French ever discovered. Whole generations of language-teaching experience in all the leading European cities are behind this French course.



Try It 5 Days FREE

The wonderful thing about this simplified Hugo method is that it makes you *your own instructor*. At home—in minutes that might otherwise be wasted—you learn, phrase by phrase, sentence by sentence, to speak the language correctly and well.

We shall be glad to send you the complete course FREE FOR 5 DAYS so that you may see it and judge it for yourself. Within the free examination period you have the privilege of returning the course, without cost or obligation, or keeping it as your own and sending only \$2 as a first payment, and thereafter \$2 a month until the full price of \$12 has been paid.

You are the judge. Simply return the course within 5 days if you are not fascinated and delighted with it. If you act promptly, a valuable French-English Dictionary, containing 45,000 words, will be included, without additional cost.

We urge you to clip and mail this coupon today. Doubleday, Page & Co., Dept. F-25, Garden City, N.Y.

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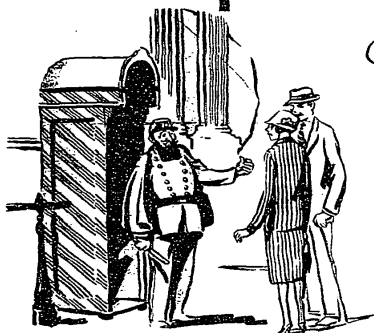
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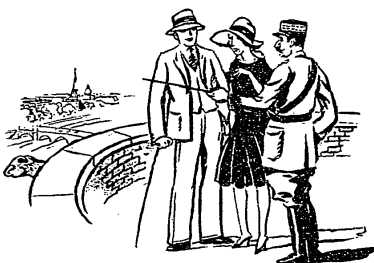
Learn at Home to Speak French as you would learn in Europe



Of course you have always wanted to speak French! You have admired this gracious accomplishment in others. You know that your eagerly planned trip to Paris will be far more fascinating if you can talk with French people and enter into the gay spirit of French life. You know that the ability to speak French is everywhere recognized as the mark of culture.

How we envy the ease and facility with which so many foreigners speak several languages besides their own! How we wish that we, too, could acquire this gift of fluent conversation in other tongues!

Perhaps you studied French in school—and yet you can neither speak it nor understand what others say. That is because you studied literary and not conversational French. You simply memorized a great many uninteresting rules, vocabularies, constructions, tense forms—and that terrifying list of irregular verbs!



In order to introduce to Americans a method that has met with such gratifying success abroad, Hugo's Language Institute of London has prepared a special American edition of their famous "French-At-Sight," which is now offered at a very low price.

The Hugo course consists of twenty-four scientifically planned lessons, that hold your interest from the very first. Instead of rules and constructions, you start with easy French sentences—and this simple, conversational method is employed throughout the course. The result is that you soon learn the correct, idiomatic way of conversing on a great variety of subjects that come up in everyday life.

FREE EXAMINATION

The entire Hugo "French-At-Sight" course is now offered you on these most liberal terms: first examine the course entirely free of charge. Then if you want to keep it, you need send only \$2.00 first payment and then \$2.00 a month for only five months—a total of but \$12.00 for this complete, authoritative course in French! To all who enroll now we will also give, absolutely free, a useful French Dictionary that contains 45,000 words!

See for yourself just how easily and quickly you can learn to speak French by this remarkable method. The complete course of 24 lessons will be sent you to examine free, on receipt of the coupon below. Don't miss this exceptional opportunity. Mail the coupon NOW.

Doubleday Page & Co., Dept. F-28

American Representatives of Hugo's Language Institute of London, England
Garden City, New York

Now you will be glad to know that an amazingly simple method of learning to speak French, that has long been used with the greatest success in Europe, is being introduced for the first time in this country.

Europe's Method of Learning French Has Been Brought to America

The great publishing house of Hugo is known throughout Europe. Millions of Hugo language books have been sold. Several generations of this famous family have conducted language institutes in the great cities. From this wonderful background of linguistic experience, the Hugos have perfected a method of learning to speak foreign languages that is famous throughout Europe. This method is entirely different from the ordinary academic methods employed in schools. It is the natural way of learning to speak French, just as a child learns. You enter at once into conversation.

HUGO'S "FRENCH AT SIGHT"

You progress so easily and naturally that you do not seem to be studying at all.

Of special value to travelers are the sections that deal with steamship and railroad travel, how to secure hotel accommodations, how to arrange for sight-seeing trips, how to order meals, how to shop and many other timely matters.

Already Hugo's "French-At-Sight" has been received with the greatest enthusiasm in this country. Since the first announcement the response has been far beyond expectations. Applications for sets of these unique lessons have literally come in by the thousands. Here, clearly, is the easy, interesting and practical way of learning French that Americans have been waiting for.




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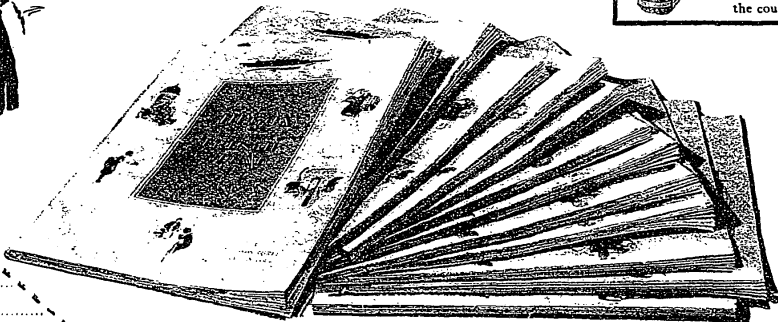
Gentlemen: Please send me the complete Hugo "French-At-Sight" course in 24 lessons for free examination. Within 5 days I will either send you only \$2.00 (first payment and \$2.00 each month thereafter until a total of \$12.00 has been paid, or, if I am not thoroughly satisfied, I will return the course. I am also to receive a French Dictionary of 45,000 words, absolutely free.

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(5% discount for cash with order)

FREE French Dictionary
containing 45,000 words



Bound in Venetian red semi-limp cloth, with dainty gilt decorations and lettering, this French-English and English-French dictionary of nearly 300 pages contains approximately 45,000 words. Size 4½ x 6½ x ½ in. Yours absolutely free, when you enroll for the famous HUGO "French-At-Sight" course. Mail the coupon NOW.



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"Mais oui! It is so easy to speak French when you learn it the European way!"



THOSE sight-seeing days in Paris! How much more thrilling they will be if you can ask for information in the native tongue! The best time to visit the Louvre. The quaintest restaurants of Montmartre. How to see the Bois de Boulogne—the Champs Élysées. How to go to the Opéra—the Comédie Française.

What fun you will have! And, in anticipation, you will find it just as fascinating to learn to speak French by the famous Hugo method recently introduced from Europe—the method that enables you to speak French the way it is spoken in France.

For the First Time in America

HUGO'S "FRENCH AT SIGHT"

For more than a century the great publishing house of Hugo has conducted language institutes in the large European cities. Millions of Hugo language books have been sold. The Hugos have perfected a method of learning foreign languages that has been used successfully by thousands of Europeans. They have now prepared a special edition of their French course for the use of Americans.

No uninteresting rules in the wonderful Hugo method! No terrifying lists of irregular verbs like those you had to learn in school!

Just fascinating French sentences that begin in your very first lesson, about subjects that you discuss every day!

New ideas, word forms and constructions are introduced so gradually and used so often that you learn simply from seeing them. You do not feel that you are studying at all.

And the cleverest way in the world to acquire correct pronunciation and accent!

Try it, *si! vous plait*, five days FREE

But really, you will have to see this delightful course for yourself. In so limited a space we cannot possibly make you realize how easy it is to learn to speak correct French by this unique method. Just think! You spend only a few minutes a day on the Hugo course—and in a short time you will speak French fluently and charmingly!

To all who enroll promptly,

we will give, *with no additional cost*, a year's subscription to *Le Petit Journal*, the sparkling little French newspaper containing extracts from the French press.

The Hugo "French At Sight" course consists of 24 lessons. For introductory purposes, Hugo's Language Institute of London has authorized us to offer the complete course at the astonishingly low price of only \$12.00,

payable on the convenient terms of only \$2.00 a month.

The coupon will bring you the entire course to examine free. Return it in 5 days or send only \$2.00 first payment, then \$2.00 a month till \$12.00 have been paid. Don't miss this exceptional opportunity. Mail the coupon NOW!

And you get a year's subscription to *Le Petit Journal* at no extra cost

Published twice a month, eight months of the year, in every-day French, this delightful, illustrated newspaper contains current news, extracts from French newspapers and periodicals, interesting notes on French life and customs and humorous sketches. It will be of the greatest assistance in furthering your knowledge of French. Take advantage of this special offer at once. Mail the coupon.

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Garden City.

New York



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Thousands Are Now Learning and Using the Famous Hugo Method

Already Hugo's "French At Sight" has been received with the greatest enthusiasm in this country. Since the first announcement the response has been far beyond expectations. Applications for sets of these unique lessons have literally come in by the thousands. Here, clearly, is the easy, interesting and practical way of learning French that Americans have been waiting for.

You Start Speaking French in Your Very First Lesson

In the Hugo "French At Sight" course you start at once to speak simple sentences like these:

Quel est notre train?
(Which is our train?)

Ce n'est pas votre hôtel.
(This is not your hotel.)

C'est trop cher.
(This is too dear.)

Quelle est votre adresse?
(What is your address?)

FREE = French DICTIONARY

Containing 45,000 Words



Bound in Venetian red semi-limp cloth, with dainty gilt decorations and lettering, this French-English and English-French dictionary of nearly 300 pages contains approximately 45,000 words. Size 4 1/4 x 6 1/2 x 7/8 in. Yours, absolutely free, when you enroll for the famous Hugo "French At Sight" course. Mail the coupon NOW.

"OH, yes, I can read French easily, but I can't speak it—or understand what others say!"

Hundreds and hundreds of Americans will give you an answer like that—when you question them about their knowledge of French. In high school, preparatory school or college, they learned to read French—but they did not learn to talk in this most fascinating of all languages.

And yet, every year, more and more Americans are going abroad—traveling on foreign liners—making railroad and hotel reservations—shopping and sight seeing in various European countries. Never has a sound, basic knowledge of conversational French, the universal language of all cultivated peoples, been so desirable—so necessary. Never has there been a greater need for a simple, quick method of acquiring an ability to carry on a satisfactory conversation in French.

Europe's Method of Learning French Has Been Brought to America

And now, you can learn to talk in French, in a very short time, so that foreigners will

readily understand you and so that you can easily understand them.

Because the European countries are so much smaller than ours, and so close to one another, it has always been necessary for citizens of those countries to speak several languages besides their own.

As a result, an amazingly simple method of acquiring a conversational knowledge of other languages has been developed in Europe. It is known as the Hugo method.

The great publishing house of Hugo is known throughout Europe. Millions of Hugo language books have been sold. Several generations of this famous family have conducted language institutes in the great cities.

From this wonderful background of linguistic experience, the Hugos have perfected a method of learning to speak foreign languages that is famous throughout Europe. It differs from ordinary academic methods in that you start with sentences, gradually learning the necessary rules of construction.

HUGO'S "FRENCH AT SIGHT" Famous in Europe for Generations

If you have never studied French at all, or if you followed the ordinary school method of going through a grammar, memorizing uninteresting rules and vocabularies and ploughing through that terrifying list of irregular verbs, you will never be able to understand how easy the Hugo method is, how practical and authoritative—how irresistibly fascinating—until you actually begin your lessons.

The Hugo course consists of twenty-four scientifically planned lessons that teach you the correct, idiomatic way of conversing on a great variety of everyday subjects. You progress so easily and naturally, from the very simple to the more involved expressions, that you do not seem to be studying at all! You are delighted with the valuable gift of conversation that you acquire so readily.

FREE EXAMINATION

In order to introduce to Americans a method that has met with such gratifying success abroad, Hugo's Language Institute of London now offers a special American edition of their famous "French At Sight" course, on these most liberal terms.

First, examine the course for five days entirely free of charge. Then, if you want to keep it, you need send only \$2.00 first payment and then \$2.00 a month for five months—a total of but \$12.00 for this complete, authoritative and delightful course in French! To all who enroll now, we will also give, absolutely free, a French dictionary containing 45,000 words.

See for yourself just how easily and quickly you can learn to speak French by this remarkable method. The coupon will bring you the complete course and the dictionary, to examine free. Don't miss this exceptional opportunity. Mail the Coupon NOW.

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Gentlemen: I am interested in an easy method of learning to speak correct French. Please send me the famous "French At Sight" course in 24 lessons for free examination. Within 5 days I will either send you only \$2.00 first payment and \$2.00 each month thereafter until a total of \$12.00 has been paid, or, if I am not thoroughly satisfied, I will return the course. I am also to receive a French Dictionary of 15,000 words, absolutely free.

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It is so easy to speak French when you learn it the European way

Those sight-seeing days in Paris! How much more thrilling they will be if you can ask for information in the native tongue! The best time to visit the Louvre. The quaintest restaurants of Montmartre. How to see the Bois de Boulogne—the Champs Elysées. How to go to the Opéra—the Comédie Française.

What thrills are in store for you! And, in anticipation, you will find it just as fascinating to learn to speak French by the famous Hugo method recently introduced from Europe—the method that enables you to speak French the way it is spoken in France—in an amazingly short time!

Voilà!

Now anyone can quickly master this fascinating language at home . . . without a teacher

OUI, certainement! It is such fun to learn French the simple, fascinating Hugo way! Like playing a game—a pleasant game for your spare moments. The famous Hugo method reduces the study of French to an easy, practical formula.

For more than a century the celebrated House of Hugo has been teaching languages by this amazingly simple "at sight" method. This same successful European method has now been introduced in America. This means *anyone* can quickly master French at home—without a teacher.

No tiresome rules. No monotonous drills. No dull classroom exercises. This method, as its very name implies, is *French at sight!* It is unique, different, so very easy to master. Clever, too—and highly practical. You begin, not with forms or construction, but with words, phrases and sentences. Subjects you discuss every day. Colorful words with which to sprinkle your English and make it more interesting. Correct, idiomatic French, just as the French themselves speak it!

You learn so quickly—this way!

Try it, please . . for 5 days FREE

YOU cannot imagine how delightful "French-At-Sight" is. Examine it, please, without obligation—and see for yourself. See how easy it is to master French words and phrases this way, how quickly you acquire the correct pronunciation and accent.

The wonderful thing about this simplified Hugo method is that it makes you your own teacher. Easily, pleasantly, at home—in minutes that might otherwise be wasted—you learn to speak the language correctly and well.

Think what a pleasure it will be to be able to speak French! Unquestionably it is one of the most beautiful of all languages. In cultured, everyday American life the French word is inevitable. In business, in social life, in travel, in literature, at restaurants, at the theatre, at the opera—wherever you go, if people do not speak French they at least know

enough French words to add color to their own language. Imagine the satisfaction of knowing this universal language—of being able to understand it and speak it in any company!

To be able to speak French is decidedly a cultural attainment, and is recognized as such. Use those spare moments to master French the famous Hugo way!

Special Introductory Offer

As the American Representatives of the Hugo Language Institute, Doubleday, Doran and Company, Inc., have been authorized to offer "French-At-Sight" for 5-days' Free Trial.

Just mail the coupon and the entire course of 24 carefully planned lessons will go forward to you at once. Glance through it and decide for yourself whether or not this isn't the most ingenious method of teaching French ever devised. Within 5 days you have the privilege of returning the course without paying one penny—or keeping it as your own and sending only \$2.00 as a first payment and \$2.00 a month thereafter until the full price of \$12.00 has been paid.

We will include FREE a valuable French-English Dictionary containing more than 40,000 words.

You are the judge! We urge you to clip and mail this coupon today. Doubleday, Doran and Company, Inc., Dept. F-604, American Representatives of Hugo's Language Institute of London, Garden City, New York.

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put X in box preceding language desired. Price and terms are exactly the same as for the French Course.

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Illustrated Section XXXV

"Never go to France unless you know the lingo"

If you do, like me,
You will repent, by jingo."

Thomas Hood.

I COULDN'T even remember the French word for peas. I hate peas anyhow.

"Steak was my desire. Making two horns with my thumbs I uttered sounds like the Chicago stockyards broadcasting a bedtime story.

"The waiter thought I was crazy. He called more waiters. I don't know what he called them.

"Giving up all hope of steak, I took two plates and a napkin and made a sign-language sandwich. It was a last desperate chance.

"It failed! And as I walked out with a resigned sigh, I noticed the whole restaurant smiling."

Absurd, wasn't it? Yet many of us Americans must seem funny while traveling in France or Quebec. But isn't it just as absurd to be without a speaking knowledge of French? For there is no longer any excuse for it.

The Hugo French-At-Sight Course method is the easiest known way to learn French—next to being born in France. By this simple method thousands have gained a speaking knowledge of the language.

The Natural Way

The famous Hugo Language Institute of London realized that busy people haven't the time to master a new language by the text book method. So the scholars of that institution devised a plan which enables you to learn French practically without study. The secret of the system lies in the fact that it closely follows the method by which a child learns its language.



Making two horns with my thumbs I uttered sounds like the Chicago stockyards broadcasting a bedtime story.

What happens? You receive the package containing the course. Off comes the wrapper and you discover 12 attractive books, each book containing 2 lessons.

Instantly you open to Lesson 1. Not a rule do you see. "Can this be?" you say to yourself. "An instruction book without a lot of dreary rules?" A sentence catches your eye. You say it over to yourself. You know what it means. It tells you directly under. And the guide also gives you literally correct pronunciation.

The game is on. In spare moments you go back to the books. In surprisingly short time you discover that you are mastering the most charming of all languages. And there is none of the drudgery which is always associated with ordinary text book study. Nothing but plain fun.

No wonder this course is phenomenally successful. With French so easily at their

disposal people have decided by thousands that they would be foolish to be without it

The cost is small indeed compared with private instruction, and you will enjoy every moment you spend. Don't put off this pleasure another moment. Enroll today!

If You Prefer to Learn SPANISH ITALIAN GERMAN

instead of French, indicate your choice in coupon in the lower right-hand corner of this page.

SUBSCRIBERS TO THE HUGO FRENCH-AT-SIGHT COURSE ARE GIVEN A COMPLETE ENGLISH-FRENCH DICTIONARY FREE

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American Representatives of Hugo's Language Institute of London
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Please send me the Hugo "French-At-Sight" course in 24 lessons, for free examination, and include the French-English Dictionary. Within 5 days I will either return the course and dictionary or send you \$2 at that time and \$2 each month thereafter until \$12 has been paid.

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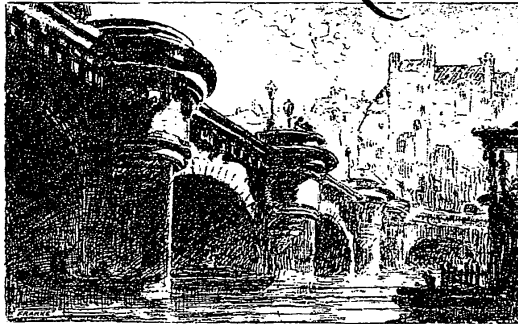
AT SIGHT FRENCH COURSE

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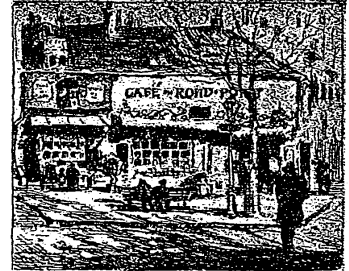


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The Quaintness of Paris



CAFE ROND POINT



HOTEL DE SENS



MAISON VICTOR HUGO



ST. ETIENNE DU MONT

You will enjoy your trip abroad
so much more if you
Learn NOW to speak French

PARIS is the world's most fascinating city. From the splendid vistas that radiate from the Place de la Concorde, to the most typically Bohemian of all the restaurants in the Latin Quarter, there is a loveliness, a quaintness, a gaiety or some other quality that is distinctively Parisian—to be found nowhere else.

What a pleasure it is to follow quaint streets and come unexpectedly upon the homes and haunts of your favorite authors and their characters! To see the house of Victor Hugo. To tread the tortuous route of Jean Valjean, as he tried to escape the indefatigable Javert.

Palaces, shops, parks, theatres, monuments, boulevards, churches, galleries, bridges, book stalls along the Seine—the charms of Paris are truly without end.

And the French people themselves are so friendly—so ready to tell you all about historic and fascinating places to visit. Keepers of book stalls and little shops

are surprisingly well informed—keen observers of the life about them.

The visitor in Paris is assured of one of the most friendly and delightful experiences of a lifetime—if he knows how to speak French.

And now, anyone can learn, in a very short time, to speak French correctly and easily, so that foreigners can understand him, and so that he can understand them, if he will only use the famous Hugo method.

The True European Method

The great publishing house of Hugo is known throughout Europe. Millions of Hugo language books have been sold. Several generations of this famous family have conducted language institutes in the great cities. From this wonderful background of linguistic experience the Hugos have perfected a method of learning foreign languages that is acknowledged everywhere as the simplest, quickest, most efficient and most authoritative in existence.

For the use of Americans, Hugo's Language Institute of London has prepared a special edition of their wonderful course in conversational French.

For the First Time in America

HUGO'S "FRENCH AT SIGHT"

If your knowledge of French is limited to a few rules, idioms and irregular verbs that you learned in school—or if you have never studied French at all—you cannot possibly realize, until you begin on it, how easy it is to learn by the famous Hugo method.

The Easiest Way to Learn Correct French

So scientifically worked out is this system that you are delighted with your progress from the very first day and do not seem to be studying at all. You begin with simple sentences in your very first lesson—about subjects that you discuss every day. New ideas, word forms and constructions are introduced so gradually and used so often that you learn them unconsciously.

Think of being able to speak correct French in just a few weeks' time, with so little effort! Think of being able to express your thoughts easily and elegantly! An ingenious plan for learning pronunciation and accent completes your facility in the use of this charming language.

The Complete Course For Only \$12.00 if you act quickly.

In order to give the American public the benefit of a method of learning French that has been used satisfactorily by so many

thousands of Europeans, Hugo's Language Institute of London now authorizes us to offer their complete, specially prepared course at the astonishingly low cost of only \$12.00, payable on the convenient terms of only \$2.00 a month.

Examine the Course FREE

So that you may decide for yourself just how easily and quickly you can learn to speak French by this remarkable method, the complete course of twenty-four lessons will be sent you to examine free, on receipt of the coupon below. You can either return these lessons at our expense within 5 days, or send only \$2 initial payment.

To all who enroll now, we will also give a year's subscription to Le Petit Journal, without extra cost. This entertaining little French newspaper will be of great assistance in furthering your knowledge of French language, life, literature and customs. Don't miss this exceptional opportunity to learn to speak French.

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Doubleday, Page & Co., Dept. F-22
American Representatives of Hugo's
Language Institute of London,
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This Remarkable Offer Includes a Year's
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Published twice a month, for eight months of the year, in everyday French, this delightful illustrated newspaper contains current news, extracts from French newspapers and periodicals, interesting notes on French life and customs and humorous sketches. It will prove a wonderful aid in furthering your knowledge of modern French. By taking advantage of this special offer you receive a full year's subscription, 16 issues, without additional cost. Mail the coupon NOW!

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Gentlemen: I am interested in learning to speak French so the French speak it. Please send me the Hugo "French-at-Sight" Course in 24 lessons, for free examination. Within 5 days I will either return the course or send you \$2.00 at that time and \$2.00 each month thereafter until a total of \$12.00 has been paid. I am also to receive a year's subscription to Le Petit Journal without additional cost.

Name
Address
City State

(5% discount for cash with order)

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“She is very charming, don’t you think?”
 “Yes, indeed! She has that something
 —poise, you might call it....”
 “Savoir-faire, the French say.”



You Will Enjoy Learning French This Fascinating New Way



free!

This French-English Dictionary, containing approximately 45,000 words, will be sent to you absolutely free when you enroll for the famous Hugo "French-at-Sight" Course.

The Dictionary is not part of the course. It is not included in the tuition. The low introductory price is for the course only; you receive the Dictionary entirely without additional cost.

It is bound in an attractive green fabricoid, with dainty gilt decorations and lettering. Be sure to get your copy FREE. Enroll for the French course without delay.

TODAY French is almost as universal as English. Wherever you go, if people do not speak French, or discuss the French novels and plays—they at least know how to sprinkle their English with enough French words and phrases to make it colorful.

And French is colorful! Certainly it is one of the most beautiful of all languages. Increasingly, men and women living in this country are learning to speak French—because it is a delightful language, a useful language, and a distinct mark of culture to be able to speak it fluently and well.

Now more than ever, thousands of people are quickly learning to speak French—for the famous Hugo "At-Sight" Method has at last been introduced in this country! The celebrated European method, perfected by the great house of Hugo, makes French easy.

A Few Minutes a Day

That's all—just those few spare minutes that might otherwise be wasted. Use them to master "French-at-Sight," the wonderful Hugo way.

This European Hugo method is different, unique, interesting—practical. Certainly nothing else like it—at any price, in any form. The real Hugo method—simple, easy to master, fascinating!

You begin—not with words, or forms, or construction—but with interesting sentences. And you automatically learn the words and forms as you go along. Without exercises. Without drills. Without dull classroom tactics of any sort!

Try it 5 days FREE

The celebrated Hugo method will teach you quickly and pleasantly to speak French the way it is spoken in France—by cultivated French people.

Twenty-four fascinating lessons—carefully planned to give you the correct, idiomatic way of conversing on a great variety of everyday subjects. Whole generations of language-teaching experience in all the leading European cities are behind this French course.

Try it for five days at our expense! See for yourself how utterly simple it is—how delightful—how quick to master.

Hugo's Language Institute of London has authorized us to offer the complete course payable on such easy terms that you will not hesitate. Just send off the coupon today. It will bring you the famous "FRENCH-AT-SIGHT" course, complete with the guide to the lessons. Keep it for five days free. Within 5 days you may return the course without cost, or keep it for your own and send only \$2 as a first payment. Thereafter send only \$2 a month until \$12 has been paid.

If you act now, the valuable French-English dictionary will be included FREE. Be sure to clip and mail this coupon at once. Doubleday, Page & Co., Dept. F-211, Garden City, New York.

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 American Representatives of Hugo's
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 Garden City, New York.

I am interested in learning to speak French as the French speak it. Please send me the Hugo "French-at-Sight" Course, in 24 lessons, for free examination. Within 5 days I will either return the course or send you \$2 at that time and \$2 each month thereafter until \$12 has been paid. I am to receive free a copy of the French-English Dictionary with the course.

Name

Address

City..... State.....

5% discount for cash with order.

Laugh If You Like-!



- But I Did Learn Music Without a Teacher

- Pick Your Instrument**
- Piano Cello Organ
 - Violin Drums and Traps
 - Guitar Mandolin Clarinet
 - Flute Harp Piccolo
 - Sight Singing Ukulele
 - Hawaiian Steel Guitar
 - Saxophone Trombone
 - Cornet
 - Voice and Speech Culture
 - Automatic Finger Control
 - Piano Accordion
 - Banjo (Plectrum, 5-String or Tenor)

IT was at a little social gathering. Everyone had been called on to entertain and all had responded with a song or with a selection on some musical instrument. And now it was my turn.

I had always been known as a "sit in the corner." I had never been able either to sing or play. So they all murmured as I smiled confidently and took my place at the piano. Then I played—first ballads, then classical numbers and popular tunes.

For the first time in my life I was the very center of attraction.

They had listened—dumbfounded. For a moment, now that I had finished, they remained silent. Then thunderous applause! Then questions.

"How did you do it?" they chorused. "And we thought you didn't know a note!" "Why didn't you tell us you were taking lessons privately?" "Who was your teacher?"

For a moment the questions overwhelmed me.

"Teacher? I never had one," I replied, "I learned by myself, at home."

They laughed in disbelief.

"Laugh if you want," I countered. "I did learn music without a teacher."

"Until recently I didn't know one note from another. I loved music. But I couldn't afford a private teacher. And I couldn't bear the thought of monotonous exercise. Anyway, I thought a person had to have talent to become a musician!"

"You all know how I've just sat around while the rest of you entertained. Time after time I longed to be able to play."

"Then one night I sat at home alone, reading a magazine. Suddenly my eye caught a startling announcement. It told of a new, easy method of quickly learning music—right in your

own home—and without a teacher. It sounded impossible—but it made me wonder. After all, I decided, it 'doesn't cost a cent to find out.' So I signed the coupon, and—well, you know the rest."

The course, I explained to them, was more helpful than I ever dreamed possible. It was amazingly simple—even a child could learn to play this quick, easy way. I chose the piano. And from the very beginning I was playing real notes, catchy tunes—just like a regular musician! It was just like a fascinating game!

Now I can play anything—jazz or classical. I am never at a loss to entertain. No more dreary hours of solitude for me. And I even play in an orchestra and make money having a wonderful time!

You, too, can learn to play your favorite instrument by this easy "at home" method that has helped almost half a million people to increased pleasure and financial gain. You don't have to know a thing about music—progress is rapid because every step is easy to understand. Pick out the instrument you want to play. The U. S. School of Music does the rest. And the cost averages just a few cents a day!

Free Book and Demonstration Lesson

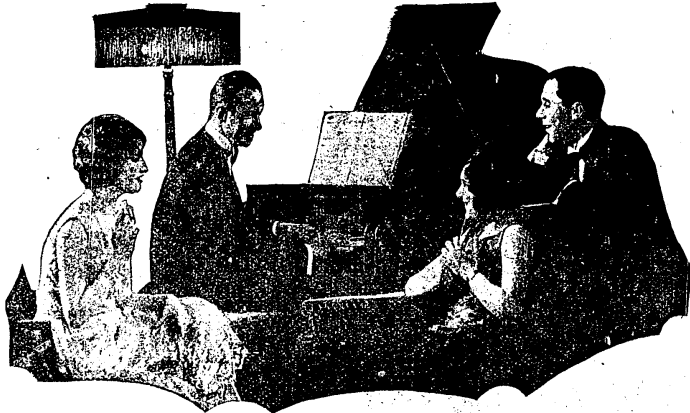
Our wonderful illustrated Free Book and our Free Demonstration Lesson prove how anyone can learn to play his favorite instrument by note quickly and for just a fraction of what old slow methods cost.

If you really want to learn to play—if new friends, good times, social popularity and increased income appeal to you—act now! Sign the coupon and send it before it's too late. Instruments supplied when needed, cash or credit. U. S. School of Music, 271 Brunswick Bldg., N. Y. C.

U. S. SCHOOL OF MUSIC,
271 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in your Own Home," with introduction by Dr. Frank Crane. Free Demonstration Lesson and particulars of your easy payment plan. I am interested in the following course:

..... Have You Inst.?.....
 Name.....
 Address.....
 City.....State.....



Never Lonely Now!

Since I Found This Quick Easy Way to Play The Piano—Without a Teacher!

LESS than a year ago, I was friendless, lonely, unhappy. No one seemed to take to me. Then came the amazing event that changed my whole life. Suddenly I found myself with hosts of friends—the center of attraction—the life of every party. I was popular everywhere!

Here's how it happened!

Somewhat I've never had the knack of making friends. I was never noticed at a party. Always I found myself sitting alone. I guess it was my own fault, though. I had nothing to offer! No musical ability—no gift of wit—nothing to entertain others. So I was left to myself more and more—left to dreaded solitude.

One night my spirits were at their lowest ebb and the four blank walls of my bedroom seemed to crush me like a prison. I could stand it no longer. Anything was better than that lonely room. I wandered out into the deserted streets—unconscious of the drizzling rain.

Suddenly the sound of jazz and happy laughter caught my ear. For an instant my spirits rose, and then fell as I realized that the fun was not for me. Through the open window I could see couples dancing—others talking—all having a good time.

Everything seemed to center around the young man playing the piano—Tom Buchanan. How I envied him! He had friends—popularity—happiness—all the things I longed for—but didn't have! I was just an outsider. I turned away with a lump in my throat.

All the way home I kept thinking of that scene through the window. It depressed me. The next evening I dropped in to see Tom. He greeted me cordially:

"Hello, Dick, glad to see you."

"Feeling pretty blue, Tom, so I thought I'd call. Lucky to find you in, though. It doesn't happen very often," I answered.

"Well, you came to the right place. Music will soon make you forget your troubles."

Tom sat down at his piano and began to play. Never have I been so moved by music. The happy hours sped past as rhapsodies, waltzes, jazz hits, sonatas poured from his expert fingers. When he had finished I sighed—sighed enviously.

"Thanks, Tom, it was wonderful. What I wouldn't give to play like that! But it's too late now! I should have had a teacher when I was a kid—like you!"

Tom smiled and said: "Dick, I never had a teacher in my life. In fact, not so long ago, I couldn't play a note."

"Impossible!" I exclaimed. "How did you do it?"

The New Way to Learn Music

Then he told me about a wonderful new short-cut method of learning music that had been perfected by the U. S. School of Music. No teacher, no weary scales and tiresome hours of practice. You played real music from the start. When I left Tom, it was with new hope. If he could learn to play this way, so could I! That very night I wrote for the Free Book and Demonstration Lesson.

Three days later they arrived. I was amazed! I never dreamed that playing the piano could be so simple—even easier than Tom had pictured it. Then and there I knew I could learn to play!

The course was as much fun as a game. No more dreary nights for me. And as the lessons continued, they got easier. Although I never had any "talent" I was playing my favorites almost before I knew it. I soon would be able to play jazz, ballads, classical with equal ease!

Then came the night that proved the turning point of my whole life. Once more

I was going to a party, and this time I had something to offer. But I never dreamed that things would happen as they did.

What a moment that was when our hostess, apparently troubled, exclaimed:

"Isn't it a shame that Tom Buchanan can't be here. What will we do without someone to play the piano?"

Amazed at my confidence, I spoke up:

"I'll try to fill Tom's place—if you're not too critical."

Everyone seemed surprised. "Why I didn't know he played!" someone behind me whispered.

Quietly I sat down and ran my fingers over the keys. As I struck the first rippling chords of Nevin's lovely "Narcissus," a hush fell over the room. I could hardly believe it, but—I was holding the party spellbound!

Then as I played, I forgot the people and lost myself in my own music. The room became a

field—a field dotted with nodding white flowers and filled with rich, fragrant perfume.

When I finished, you should have heard them applaud! Everyone insisted I play more. Only too glad, I played piece after piece. My heart was filled with joy—for I—who had been an outsider—was now the life of the party.

Before the evening was over, I had been invited to three more parties. Now I never have a lonesome moment. At last I am popular. And to think, it was all so easy!

You, too, can learn to play your favorite instrument by this remarkable easy "at home" method that has helped almost half a million people all over the world to increased pleasure and financial gain. And there's nothing marvelous about it. It's just a common sense practical method—so simple you don't have to know the slightest thing about music. You find your progress amazingly rapid because every step is clear and easy to understand.

Free Book and Demonstration Lesson

Our wonderful illustrated free book and our free demonstration lesson explain all about this remarkable method. They prove just how any one can learn to play his favorite instrument by note in almost no time and for just a fraction of what old, slow methods cost.

If you really want to learn to play—if new friends, good times, social popularity and increased income appeal to you—take this opportunity to make your dreams come true. Now! Sign the coupon and send it before it's too late. Instruments supplied when needed, cash or credit. U. S. School of Music, 852 Brunswick Bldg., New York City.

U. S. SCHOOL OF MUSIC,
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Please send me your free book, "Music Lessons In Your Own Home," with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your offer. I am interested in the following course:

.....

Have you above instrument?

Name
(Please write plainly)

Address

City State

Pick Your Instrument	
Piano	Violin
Organ	Clarinet
Ukulele	Flute
Cornet	Saxophone
Trombone	Harp
Piccolo	Mandolin
Guitar	Cello
Hawaiian Steel Guitar	
Sight Singing	
Voice and Speech Culture	
Harmony and Composition	
Drums and Traps	
Automatic Finger Control	
Banjo (Plectrum, 5-String or Tenor)	
Piano Accordion	

It Was REAL FUN

-Learning to Play the Piano in 90 Days

By a Wife

We had been married only three years, and what should have been happy days for me were in reality days of misery. For, for some reason which I could not at that time determine, I felt that Bob's love for me was slipping.

I tried to do everything in my power to retain it—yet nothing seemed to help. Bob remained his kind self as of old, but underneath the surface, I somehow felt that there was a gap.

Instead of remaining in the evenings, he preferred to spend his time elsewhere, or, if he did remain at home, he would devote most of his time playing on his violin, entirely indifferent to me. Yes, he played beautifully, and I loved to listen to him. But often after playing for about a half hour or so, he would dejectedly lay down the instrument, shrug his shoulders, and stalk off to the library.

At first I attached no importance to these moods, thinking he was tired. But when they became more frequent, I began to worry about them. Once I approached the subject timidly, but very tactfully Bob turned the conversation, and for a long time after I saw no display of moodiness again. Yet it left me puzzled.

One day, while listlessly looking through a magazine, I accidentally came across an amazing story. It told of a woman who had learned to play the piano in 90 days! I stared at it, utterly astonished. I didn't believe such a thing possible. Fascinated, I read on and on, and learned how this woman had mastered the piano by herself, in her spare time at home, without the help of a teacher. And what seemed best of all, the method she had followed, necessitated no tedious scales, no heartbreaking exercises, no tiresome practising.

I stopped. A wonderful thought had occurred to me. Why couldn't I do what this woman had done? And how happy Bob would be if I could accompany him on the piano! What a surprise it would be to him! I already imagined the glow of delight and satisfaction spreading over his face.

So, full of enthusiasm, I wrote to the U.S. School of Music and received their course. I, who had never known a single thing about music, was absolutely astonished at the remarkable simplicity of their wonderful method. As easy as the ABC's is the print-and-picture system they use. Why, a mere child can master it.

Through this delightful method, I quickly learned how to blend notes into beautiful melodies. My progress was wonderfully rapid, and before I realized it, I was rendering selections of music which pupils who study with private teachers for years can't play. You see, through this amazing short-cut method, all the difficult, confusing, tire-some parts of music have been eliminated

and the playing of melodies has been reduced to a single, easy-to-understand method, which any one can follow with ease.

But my greatest happiness was still to come—the day Bob found out. Will I ever forget it! This is how it happened. Bob was tuning his violin, preparatory to playing one of his favorite selections, when, without a word, I calmly seated myself at the piano, and waited for him to commence.

Words can't describe his look of astonishment. "Why—Why," he floundered. I simply smiled, entirely confident of myself. And then, of course, Bob insisted that I tell him all about it—where I had learned, when I had learned, and how. What a revelation! And what a change seemed to come over Bob as he eagerly drank in every word I uttered. Then it was I realized what music had meant to him. He loved his violin devotedly, but as he expressed it, playing the violin was absolutely flat without the accompaniment of a piano. I went to bed happier than I had been for over a year, secure once more in the knowledge of Bob's love.

Today Bob finds new delight in his violin, and I have kept right on with my piano studies. Almost two years have gone by, yet I am just as interested in music as I was at the very beginning. Our musical evenings are a marked success, and we are able to offer our friends entertainment they enjoy. Everyone compliments me on my ability to render with ease and expression some of the most difficult selections.

To me, however, it still remains almost a miracle that I could—and did—actually learn to play the piano this delightful, new way, and in so much less time than it would have taken with a teacher.

Do you like music? Do you like to listen to it? Hum it? Do you find yourself tapping with your foot or drumming with your fingers when music plays? Then by all means, write to the U.S. School of Music for a copy of the booklet, "Music Lessons in Your Own Home," and for the Illustrated Folder. This booklet is FREE, and gives complete information about this wonderful course in music, also about their special,



Play Your Favorite Instrument

- | | |
|-----------------|--------------------------|
| Trombone | Saxophone |
| Piano | Voice and Speech Culture |
| Organ | Automatic Finger Control |
| Violin | Cello |
| Drums and Traps | Piccolo |
| Banjo | Harmony and Composition |
| Tenor Banjo | Sight Singing |
| Cornet | Guitar |
| Mandolin | Ukulele |
| Clarinet | Hawaiian Steel Guitar |
| Flute | Harp |

short-time Reduced Price Offer and the Illustrated Folder will show you how easy it is to learn music this delightful new way.

Remember, you can master any instrument through this wonderful course. Whatever your favorite instrument, you can learn to play it in your spare time, through this short-cut method. Send the coupon below—the book and Illustrated Folder showing how they can teach will come AT ONCE. Address the U. S. School of Music, 851 Brunswick Building, New York, N. Y.

U. S. School of Music
851 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Home," Illustrated Folder and particulars of your special offer. I am interested in the following courses:

(Name of Instrument or Course.)

Name _____
(Please Write Plainly.)

Address _____
City _____ State _____

TWICE AS EASY

to become a popular musician this simple home-study way

DOES the very thought of harsh-sounding scales—compulsory practice and impatient teachers put a damper on your ambition to become a popular musician?

With such excuses as—"It takes too long"—"It costs too much"—"I don't know the first thing about music"—are you alibiing yourself right out of good times and a highly enjoyable attainment?

You'd take up music in a minute, wouldn't you—if you thought that inside of a few short months you can learn to play your favorite instrument. Without taking lessons from a teacher! Without paying expensive fees! Without any tiresome technique or dry-as-dust exercises to struggle through!

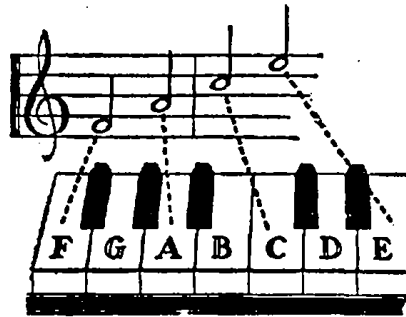
All right. Such a method is far from being imaginary. It is *so real* that inside of a few short months you can learn to play your favorite instrument. Without taking lessons from a teacher! Without paying expensive fees! Without any tiresome technique or dry-as-dust exercises to struggle through!

Thank the U. S. School of Music for the utter simplicity of this remarkable system. It removed completely the difficulty, boredom and extravagance from music lessons. It made possible the reading and playing of music from print and picture instruction. Now to begin your musical career you don't even have to know "do" from "re" or a sharp from a flat. Isn't that good news?

What Could Be Easier?

Your own home is your studio. The lessons come to you by mail. They consist of complete printed instructions, diagrams . . . and all the music you need without extra charge.

A sheet of music is not a riddle to you. You never have to guess what's right or wrong—you know! First you are told how a thing is done. Then a picture shows you how, then you do it yourself and hear it. Small wonder it's twice as easy as old-fashioned private teacher method.



Play Your Favorites

Instead of just scales you are playing real tunes from actual notes—right from the very first lesson on. Sooner than you realize you will be bringing cheer to the folks at home with your playing. Gradually you gain confidence and professional expression. Then parties, popularity, orchestra work follow in short order. You'll know how good it feels to be out of the wallflower class and into the whirl of things—to be able to provide musical enjoyment for others whenever you are called upon.

Don't be afraid to begin your lessons at once. Over 600,000 people learned to play this modern way—and found it as easy as A-B-C. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play, and the U. S. School will do the rest. And bear in mind no mat-

ter, which instrument you choose, the cost in each case will average the same—just a few cents a day.

Free Book and Demonstration Lesson

Our wonderful illustrated Free Book and Free Demonstration Lessons explain all about this remarkable method. They prove just how anyone can learn to play his favorite instrument in half the time and for just a fraction of what old slow methods cost.

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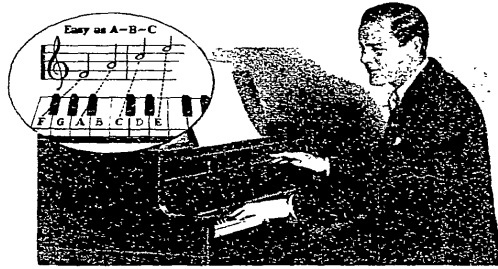
Thirty-Fourth Year (Established 1828)

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Please send me your free book, "Music Lessons in Your Own Home," with introduction by Dr. Frank Crane, Free Demonstration Lessons, and public date of your easy payment plan. I am interested in the following course:

Name
Address
City State

Pick Your Instrument

Piano	Piccolo
Organ	'Cello
Violin	Night Singing
Drum and Traps	Ukulele
Guitar	Hawaiian Steel Guitar
Mandolin	Clarinet
Harp	Flute
Coronet	Saxophone
Trombone	
Voice and Speech Culture	
Harmony and Composition	
Automatic Finger Control	
Piano Accordion	
Italian and German Accordion	
Banjo (Plectrum, 5-String or Tenor)	
Judson's Piano Course	



Too Old to Learn Music?

Hardly. Not after thousands of men and women between the ages of 30 and 50 have enrolled with the famous U. S. School of Music and have learned to play their favorite instruments.

If hundreds of children, scarcely in their "teens," learn to read notes and play a musical instrument with only our printed instructions and illustrated diagrams, think how simple it must be for older people to follow, benefit and progress rapidly in the U. S. School way.

And no wonder. You spend a little time each day in your own home. There's no personal teacher—no intricate explanations to baffle you. For right with you at all times are our concise print and picture instructions keeping you on the right track—telling you what to play and showing you how to play it. Each new lesson contains a new enjoyment. For the entire course from the very beginning to the end is brimful of cheerful, tuneful selections which you eagerly learn to play *by note*.

And, regardless of which instrument you select, the cost of learning will average only a few cents a day.

Every child, too, who can play a musical instrument enjoys an accomplishment that attracts, entertains and holds chums—that replaces bashfulness with confidence and poise—that assures a social and profitable "standby" for their later years.

Forget your age and think of the satisfaction of being able to play. And bear in mind, you don't have to know one note from another to start your lessons from the U. S. School of Music.

Send for Free Book and Demonstration Lesson

Are you sincerely interested enough in music to want to find out all about this easy as A-B-C method of learning? Then send at once for our free booklet, "How You Can Master Music in Your Own Home." With it will be sent a Free Demonstration Lesson, which proves how delightfully quick and easy this modern method is. No obligation. (Instrument supplied if desired—cash or credit.) U. S. School of Music, 221 Brunswick Building, New York.

What Instrument for You?

- | | |
|--------------------------------------------|---------------|
| Piano | Piccolo |
| Organ | Hawaiian |
| Violin | Blues |
| Clarinet | Trumpet |
| Flute | Drums and |
| Harp | Trumpet |
| Contra | Mandolin |
| Guitar | Sight Singing |
| Trombone | Piano |
| Ukulele | Accordion |
| Electric Bass (Plectrum, 5-String or Bass) | |
| Vocal and Speech Culture | |
| Automatic Finger Control | |
| Italian and German Accordion | |
| Harmony and Composition | |
| Instants' Piano Course | |

Music Will Be An Unfailing Friend

The older you get, the more you need the solace and pleasure that self-made music affords. Anyone can tune in on a radio—play a record or get music out of a player piano. But what empty satisfaction compared to making music *yourself!*

The ability to play offers you a definite escape from monotony—helps you meet people—to make friends. And there's nothing like good music to help you forget your troubles.

U. S. SCHOOL OF MUSIC,
221 Brunswick Building,
New York City.

Please send me your free book, "How You Can Master Music in Your Own Home," with inspiring message by Dr. Frank Crane, Free Demonstration Lesson and particulars of your easy payment plan. I am interested in the following courses:

Have you
Instrument?

Name

Address



Satin Tissue was the finest when Chauncey Depew bailed out his chauffeur (for doing twenty) . . . It's still the finest after 56 years

Only Satin Tissue has the extraordinary rolls. Soft, smooth, and sheerness that allows a strong textured. Only 25¢ a roll. The 4-roll family supply carton — \$1.00. Sold in Pure White and smart colors, too.



No alibis *now* for not learning to play!



"AFRAID TO BEGIN"
 "IT'S TOO HARD—TAKES TOO LONG"
 "I DON'T KNOW ONE NOTE FROM ANOTHER"
 "I DON'T LIKE THE IDEA OF A PRIVATE TEACHER"



Easy as A-B-C to become a popular musician on any instrument this "no teacher" way

WHY let your imagination run loose and keep you from becoming a popular musician? Haven't you heard that there is a way of learning to play your favorite instrument in a few short months? Without taking lessons from a teacher! Without paying expensive fees! Without any tiresome technique or dry-as-dust exercises to struggle through—a way that has been vouched for by over a half-million people in all parts of the world!

The U. S. School of Music has completely removed all the difficulty, boredom and extravagance from music lessons. It has made the reading and playing of music so downright simple that you don't have to know one note from another to begin.

It's SO Easy!

Your own home is your studio. The lessons come to you by mail. They consist of complete printed instructions, diagrams, and all music you need.

You study with a smile. For instead of just scales you learn to play tunes from actual notes—right from the very first lesson on. And you're never in hot water. First, you are told how a thing is done, then a picture shows you how, then you do it yourself and hear it. No private teacher could make it clearer or easier.

"Goodbye Blues"

Sooner than you realize you will be bringing cheer to the folks at home with your playing. Gradually you gain confidence and professional expression. Then parties, popularity, orchestra work follow in short order. You'll know how good it feels to be out of the wallflower class and into the whirl of things . . . to be able to provide musical enjoyment

for others whenever you are called upon.

The abundance of joys that music can bring into anyone's life is now yours to share. Let the time-proven and tested U. S. School home-study method help you to increased pleasure and financial gain. Bear in mind no matter which instrument you select—the cost of learning in each case will average the same—**JUST A FEW CENTS A DAY!**

Free Book and Demonstration Lesson

Our wonderful illustrated Free Book and our Free Demonstration Lesson explain all about this remarkable method. They prove just how anyone can learn to play his favorite instrument in half the time and for just a fraction of what old slow methods cost. The booklet will also tell you all about the amazing new **AUTOMATIC FINGER CONTROL**.

If you really want to learn to play—if new friends, good times, social popularity, and increased income appeal to you—take this opportunity to make your dreams come true. Now! Sign the coupon and send it before it's too late. Instruments supplied when needed, cash or credit. U. S. School of Music, 852 Brunswick Bldg., New York City.

PICK YOUR INSTRUMENT

Piano	Clarinet
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Voice	Ukulele
Drums and Traps	Hawaiian Steel Guitar
Guitar	Clarinet
Mandolin	Flute
Harp	Saxophone
Contra	Trombone
	Piccolo
	Voice and Speech Culture
	Harmony and Composition
	Automatic Finger Control
	Piano Accordion
	Italian and German Accordion
	Banjo (Electric, 5-String or Tenor)

PROOF!

"I am making excellent progress in the 'solo'—and owe it all to your easy lessons."
 George C. Lauer, Belfort, Maine.

"I am now on my 12th lesson and can already play simple songs. I have nothing about music when I started."
 Kibel Harnshager, Fox Wars, Ind.

"I have completed only 20 lessons and can play almost any kind of music I wish. My friends are astonished I can play at church and Sunday School."
 Turner B. Blake, Herricks, Ill.

U. S. SCHOOL OF MUSIC, 852 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home," with introduction by Dr. Frank Crane, Free Demonstration Lesson and particulars of your easy payment plan. I am interested in the following course:

Have You _____ Instr? _____

Name _____ (Please Write Plainly)

Address _____

City _____ State _____

David Ogilvy Swipe File

Let us be your Investment Center in Los Angeles

18 reasons why Merrill Lynch is uncommonly qualified to be your Investment Information Center

THE principal secret of success in investing today is information. That's why Merrill Lynch spends more than \$5 million a year to collect, analyze, and distribute it.

Scan these 18 reasons why people invest through Merrill Lynch—the sum of which, we believe, makes us superbly qualified to be your Investment Information Center. Then mail the coupon for all the reasons why more people use Merrill Lynch than any other broker in the world.

1 Merrill Lynch has the biggest Research Department of any brokerage firm—a staff of 300, including specialists and analysts covering all major industries. You can get our factual reports and buy-sell suggestions on every stock on the New York Stock Exchange, plus thousands of others. Free.

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4 Merrill Lynch is the only broker able to give "instant" reports on as many as 3,700 stocks. Your Merrill Lynch account executive has an amazing electronic network at his disposal. Called QRQ, it enables him to get you our up-to-date, 100-word Research appraisals on stocks merely by pressing a few keys. Speed varies according to the load on the circuits. Fastest time: 9 seconds. Ask to see how your favorite stock shapes up. You may break the record.

5 Merrill Lynch analyzes investment portfolios—without charge or obligation. Stop by your nearest Merrill Lynch office, and ask the Manager for full details.

6 Merrill Lynch makes no service charges. All information is offered free. If you like, Merrill Lynch will hold your securities in its vault, insuring them against fire and theft—free. We'll also clip your coupons, collect your dividends, and issue a monthly statement showing exactly how your account stands—free.

7 Merrill Lynch charges the lowest commissions allowed by any exchange. For example, the minimum commission permitted by the New York Stock Exchange on the purchase or sale of 100 shares of stocks worth \$1,000 is \$17. Merrill Lynch commission: \$17.

8 Merrill Lynch's total assets are more than \$2.2 billion. As a matter of policy, the firm's capital position has always exceeded Big Board requirements. Merrill Lynch's present net capital—over \$254 million—exceeds that of any other broker.

9 Merrill Lynch has more "men on the floor" than any other broker. Merrill Lynch has seventeen men to cover the nearly football-

size floor of the New York Stock Exchange. They are strategically placed at nine floor booths so that no one man has to walk more than about 25 steps to execute an order.

Merrill Lynch is also able to channel orders from any of its 179 offices, electronically, direct to its floor brokers' booth nearest the spot where your stock is traded.

These assets—sophisticated electronics, plus more floor booths and more floor brokers than any other brokerage firm—help Merrill Lynch handle orders on almost any active stock with remarkable speed. Record time for filling an order from the West Coast, and confirming it back: 14 seconds.

10 Merrill Lynch takes part, on average, in one out of every 5 or 6 trades on the Big Board—a far greater volume of business than any other broker. Since every Merrill Lynch floorbroker handles orders in only about 80 stocks, he has a good feel for the market in those stocks.

11 Merrill Lynch can often save investors money on over-the-counter transactions. When Merrill Lynch acts as your agent in buying or selling over-the-counter securities, we always check at least three other brokers to try to get you the best price. And we never charge more than the equivalent of a minimum N.Y.S.E. commission.

Merrill Lynch also "makes a market" in some 400 over-the-counter stocks—more than any other brokerage firm dealing with the public. You can get instant quotes on these active securities—at "inside" dealer prices. And, usually, your Merrill Lynch man can execute your order for up to 100 shares immediately. Again, you pay only the equivalent of a minimum N.Y.S.E. commission—our standard retail charge.

12 In the period since 1965, Merrill Lynch has handled more exchange distributions than all other brokers combined. However, Merrill Lynch does not accept stocks for exchange distribution unless the



Investment Inquiries Welcomed: Whether or not you have an account with us, the Manager of your Merrill Lynch office is always delighted to discuss investment problems with you. Above: Nico D. March, Manager, 6353 Hollywood Boulevard office.

stocks have Research approval—even though this has meant passing up millions of dollars in commissions!

13 Merrill Lynch operates openly "in a goldfish bowl" for all to see. For example, although not required by law or custom, Merrill Lynch distributes its own annual report to all its customers. If Merrill Lynch or its officers have an interest in the securities of any company, this fact is disclosed in all published research reports on the company.

14 Merrill Lynch puts teeth in its policy: "A customer's interest must come first." Whenever the firm makes a public offering of stock, no officer or employee is permitted to buy for himself until all customer orders have been filled. When Research issues a new report on a stock, no officer or employee may buy or sell the stock for his own account for a period of 48 hours.

15 Merrill Lynch account executives are not paid a straight commission on sales. Merrill Lynch pays its account executives a salary, plus adjusted compensation twice a year. The amount of additional compensation each man receives depends not only on the value of business he generates, but also on his success in giving as much personal attention and service as each customer needs.

16 All new Merrill Lynch account men must pass a rigorous 7-month training program. Out of every 100 men who have applied for the course in the past decade, an average of 90 have been rejected. As a group, the graduates of our training course consistently rank among the highest scorers of all men taking the test required by the New York Stock Exchange.

17 Merrill Lynch has 179 offices, is a member of every major stock exchange. On these stock and commodity exchanges, and in the over-the-counter market, Merrill Lynch executes more customer orders than any other broker or dealer.

18 Merrill Lynch has the most ambitious public education program of any broker. Through speeches and seminars, forums and films, brochures, booklets and broadcasts, Merrill Lynch offers information on investments and the market to investors of every level of sophistication. Sample literature, available free: *How Over-the-Counter Securities Are Traded*, *How to Read a Financial Report*, *Investing for Tax-Exempt Income*. Investigate—then invest.

FREE 40-PAGE BOOKLET

To: Merrill Lynch,
(See address below for office nearest you)

I would like to know more about your firm. Please send me, without charge or obligation, your 40-page booklet, "This is Merrill Lynch."

MR. _____
MRS. _____
MISS _____
ADDRESS _____ PHONE _____
CITY _____
STATE _____ ZIP _____

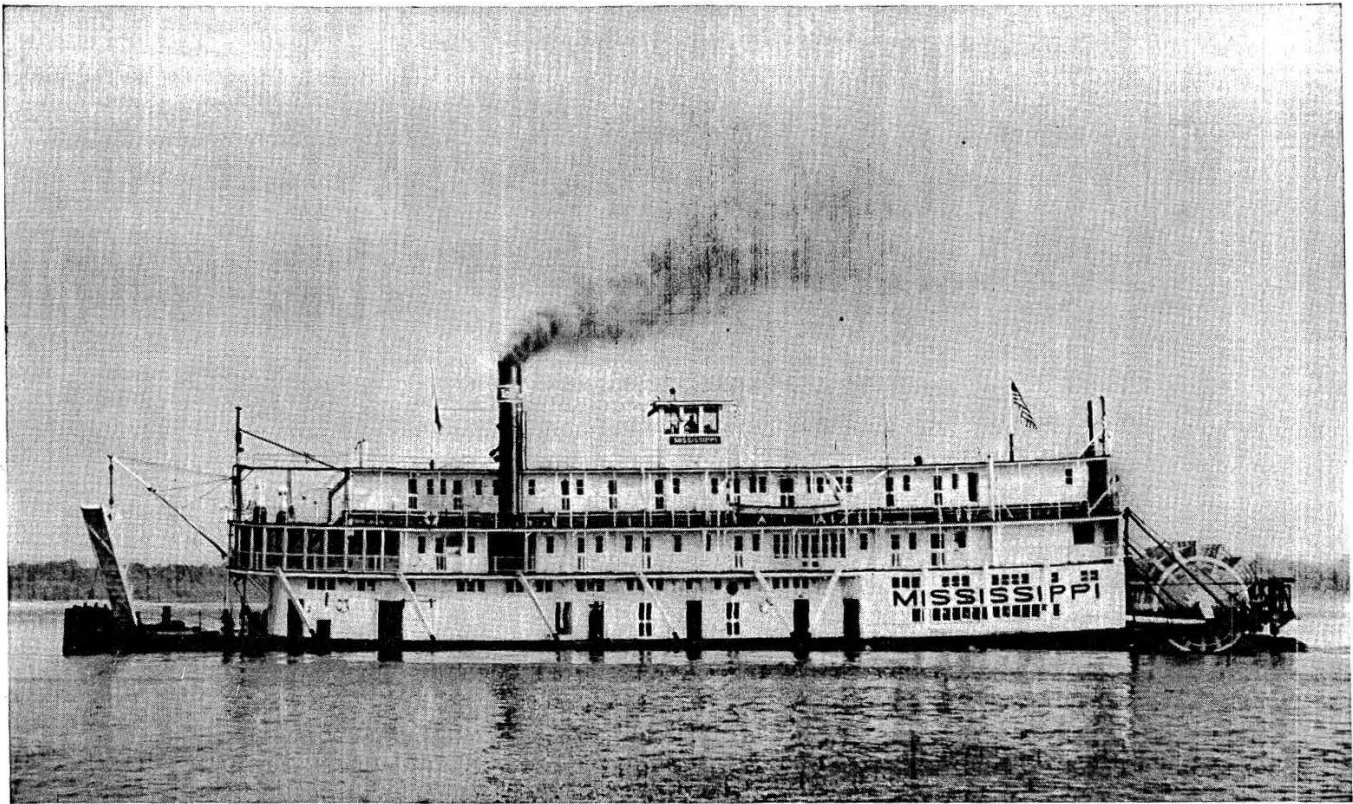


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Huckleberry Finn's Mississippi is now less than 9 hours from London. You can ride down the river on a paddleboat for 10p

How to tour the U.S.A. for £35 a week

Petrol costs 2/2 a gallon, you can see the Grand Canyon for £5 (mule included), stay at motels with swimming pools for as little as £2 a night, spend a week on a ranch for as little as £23—and dine out on your experiences for the rest of your life.

SUDDENLY more and more Englishmen aren't just dreaming about a holiday in the U.S.A. They are going. And it isn't bankrupting them, either.

A comfortable single room in a New York, Washington or San Francisco hotel costs as little as 50/- a day. You can lunch for 7/-. Have a good dinner for £1 or less. You can tour the U.S.A. for as little as £35 a week.

Air travel is cheaper in the United States, and bus companies offer a remarkable bargain for foreign visitors: ninety-nine days of unlimited travel for £35. These are luxurious buses, with air-conditioning, reclining seats, enormous windows—and lavatories.

In the U.S.A. you can travel 3,000 miles without crossing a border or showing your passport. If you journeyed this far in Europe, you would pass through 10 different countries with different laws and different languages. And open your luggage for 10 different customs inspectors.

What to see first

A good place to start your tour is "the cradle of the nation"—New England.

See Deerfield, where Indians once massacred half the population. Salem—famous for witches. In Old Sturbridge—a meticulously restored 18th century village—discover how New England farmers lived in Revolutionary days. Go into the neat white clapboard houses and see their hooked rugs, homespun curtains, cast-iron Franklin stoves and spout lamps. The early settlers were fiercely proud. Everywhere—in brass, wood, porcelain and crewel-work—you will see the American eagle.

Go to Nantucket Island where early 19th century whalers found safe harbour. In Nantucket's Whaling Museum you can see a real longboat, harpoons, intricate whalebone carvings—called "scrimshaw"—that sailors made to pass the time on voyages lasting four years or more.

Eat a "shore dinner": steamed clams, lobster, corn-on-the-cob, apple pie and coffee—for little more than £1.

Hire a car and drive along the Atlantic coast from New England to Washington. Expenses for a party of four travelling by car can come to less than £4 a day each. This does not include car hire, but does include food, sightseeing, and lodging in motels. Petrol costs only 2/2 a gallon.

Open house at the White House

In Washington all the most fascinating sights are free. You can see Congress and the Supreme Court in session—free. You can go into the White House—free.

As you drive further south you will see the native Magnolia Grandiflora, growing 70 feet tall into huge flowers of glowing fragrances, azaleas, camellias, cypresses, Spanish moss, languorous ferns. Take a paddleboat trip on the Mississippi—for only 10/9. Explore the frozen fountains of Mammoth Cave. Eat pompano fish in New Orleans.

New Orleans is where jazz was born. Where Leadbelly, Kid Ory and W. C. Handy played and sang The Memphis Blues, Tin Roof Blues, Muskrat Ramble, Jelly Roll Blues, Deep River Blues.

Music—everywhere

There are now more than a thousand symphony orchestras in the U.S.A., and last summer there were 65 music festivals, many of them in the open air. Tanglewood, for example, in the green Berkshire Mountains of New England, where the Boston Symphony Orchestra performs. Ravinia, in a forest meadow just outside Chicago. Aspen, Colorado—surrounded by the Rocky Mountains.

In recent years there has been a thrilling revival of folk songs in the U.S.A., many of English origin. You may hear the Foggy, Foggy Dew, The Blue-Tail Fly, The Arkansas Traveler, Sweet Betsy Fom Pike, Streets of Laredo, Shenandoah, Casey Jones, and

Turkey In The Straw (reputed to be Sir Winston Churchill's favourite).

Follow the pioneers

The pioneers crossed the country on foot, by wagon, on horse, mule, scow. They averaged to miles a day, fighting Indian raids and buffalo stampedes. You can follow their trail to the Far West at 80 miles an hour in a glass-domed luxury train—and still see Indians and buffalo.

Arizona tribes still perform their ceremonials as they did before the White Man came. See the Pueblo Corn Dances and the Hopi Snake Dance. Walk through Indian cliff dwellings 1,400 years old. Sleep overnight at an Indian trading post for less than £1.

Go to a rodeo and see cowboys roping calves, bulldogging steers, and milking wild cows. To win prize money "busting" a bronco, a cowboy must remain on his bucking horse for ten seconds, keep both feet in the stirrups and hold the reins with only one hand.

You can even tour parts of the West by boat. It's called "canyonizing", and you follow mighty rivers like the Colorado, the Salmon, the Snake and the Rogue. An exciting adventure, this.

Fish, swim, play golf—anywhere

In the U.S.A., shooting, fishing, golfing, swimming are available to all. There are acres of unspoiled wilderness where you can shoot and fish for the nominal price of a licence. There are miles of Atlantic and Pacific beaches where you can swim, snorkel, skin-dive and spear-fish—free.

You can climb to the top of rugged Half Dome Mountain in California. There is a hand cable to encourage novices.

In Sequoia National Park, California, you can see the largest living thing in the world—a redwood tree with a circumference of 102 feet, and a *Sequoia sempervirens*

in Upper Bull Creek which stands 364 feet high. Some of the Sequoias were living in the time of Christ, but the bristlecone pines in the White Mountains of California are even older—more than 4,000 years.

In the Northwest discover "human tobogganing". You slide down the slopes of glaciers in "tin pants"—heavy twill pants with paraffined seats. You can take a good-sized boat 2,600 miles from Manasquan Inlet in New Jersey to Key West in Florida without once going into open sea.

You can visit a New England clambake, a Pennsylvania Dutch porch picnic, a California barbecue, a Midwest church supper. See a wild horse race. Dance at a square dance. Attend a New England town meeting. Wherever you go in the U.S.A. have a whale of a fine time—and bring back adventures to dine out on for the rest of your life.

HOW TO GET A VISA

The procedure for getting a visa has been greatly simplified. You now fill in a form which is no bigger than a postcard. The procedure takes only 20 minutes and a visa can be obtained from the American Embassy, Grosvenor Square, London, or any of the American Consular offices in the United Kingdom.

For help in planning your trip see your local travel agent. Or write, phone or visit Miss Farmer at the new U.S. Travel Service, 429 Oxford Street, London, W.1, REGent 5805. She will answer your questions and arm you with maps and illustrated booklets.



Travel a new world—See the U.S.A.

Confessions of a magazine reader

by DAVID OGILVY
Author of "Confessions
of an Advertising Man"

I READ 34 magazines every month. I like them all, but the one I admire most is Reader's Digest.

The editors of The Digest are in possession of a remarkable technique: they know how to present complicated subjects in a way that engages the reader.

This gives The Digest's editors great influence in the world. They put their influence to admirable use.

They are on the side of the angels. They are crusaders, and they carry their crusades, in 14 languages, to 75 million souls a month.

They crusade against cigarettes, which kill people. They crusade against billboards, which make the world hideous. They crusade against boxing, which turns men into vegetables. They crusade against pornography.

They crusade for integration, for the inter-faith movement, for the Public Defender system, for human freedom in all its forms.

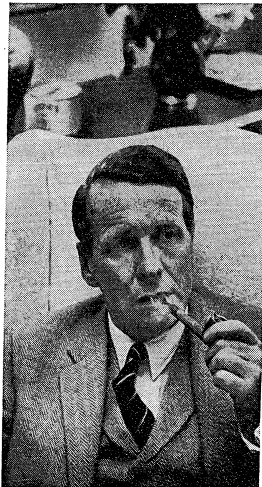
Good Pope John once told The Digest editors, "How comforting it will be for you, when you come to the close of your lives on earth, to be able to say to your selves: We have served the truth."

No log-rolling, no back-scratching

Ten years ago Reader's Digest first opened its columns to advertising. This worried me. I was afraid that The Digest editors would start pulling their punches in deference to advertisers and even give editorial support to advertisers—an obvious temptation to magazine editors. But this has not happened; The Digest has remained incorruptible. No log-rolling, no back-scratching.

The success of The Digest is deserved. It does not depend on prurience, voyeurism or cheap sensationalism. What The Digest editors offer their readers are ideas, education (practical and spiritual) and self-improvement.

The instinct of these editors is toward clarity of expression. The current issue,



as I write, includes articles on religion in schools, on the Congo, urban renewal, violence on television, Abraham Lincoln and safe driving. Each of these subjects is presented in a way which I can understand. If I did not read about them in The Digest, I wouldn't read about them anywhere. I wouldn't have time.

Some highbrows may look down their noses at The Digest, charging it with superficiality and over-simplification. There is a modicum of justice in this charge; you can learn more about the Congo if you read about it in *Foreign Affairs Quarterly*, and you can learn more about Abraham Lincoln in Carl Sandburg's books about him. But have you time?

Never boring

I seldom read a highbrow magazine without wishing that a Digest editor had worked his will upon it. I would then find it more readable. The Digest articles are never long-winded, never obscure, never boring.

I also admire the editors' courage. They have the guts to open their readers'

minds on delicate subjects. They grasp nettles. Like venereal disease, cancer, mental illness. They are not humorless prigs. Their sense of humor is uproarious. They make me laugh.

Editorial technique

Their techniques fascinate me. First, the way they present the contents on the cover—a tantalizing menu which invites you to the feast inside. (I have never understood why all magazines don't do this.)

Second, the ingenious way they write the titles on their articles. They pique your curiosity—and they promise to satisfy it. For example:

What Truckers Say About Your Driving
Professional drivers sound off on the most common—and dangerous—faults of the amateur.

How could anybody resist reading an article with a title like that?

I earn my living as a copywriter in an advertising agency. It is a matter of life and death for me to get people to read my advertisements. I have discovered that more than half the battle is to write headlines which grab people's attention and force them to read the copy. I learned how to do this by studying headlines in *The Digest*.

The Digest editors do not start their articles in the front of the magazine and carry them over in the back. They carry you through their magazine without this maddening interruption, and I bless them for it.

The battle for men's minds

You and I, gentle reader, live in the United States, and we think of *The Reader's Digest* as an American magazine. So it is—15 million Americans buy it every month. But it is also published in 20 other countries—10,500,000 copies a month. It is the most popular magazine in several countries abroad, including all of the Spanish-speaking countries.

The International editions of *The Digest* carry more or less the same articles as the U.S. editions. The editors have dis-

covered that subjects which are important to people in Iowa, California and New York are equally important to people in France, Tokyo and Rio.

Thus it comes about that Digest editors have a profound influence on people who are free to read what they want. *This magazine exports the best in American life.*

In my opinion, *The Digest* is doing as much as the United States Information Agency to win the battle for men's minds.

Credit where credit is due. I know nobody who deserves the gratitude of their fellow Americans more than DeWitt and Lila Acheson Wallace. *The Digest* is the lengthened shadow of these two great editors. Theirs are the names at the top of the masthead. It is the most formidable of all mastheads: no less than 208 men and women. Among them you will find some of the most distinguished journalists in the world. No other magazine is so richly endowed with professional competence.

Some magazines are dominated by the men who sell advertising space. In my experience, there has never been a good magazine which was not, like *The Digest*, dominated by its editors.

Long live *The Reader's Digest*!

David Ogilvy

"Reader's Digest asked me if I would comment on why I think so many people all over the world read it," Mr. Ogilvy says. "I agreed to try, because I regard The Digest as a major force for good in the world, and I wanted to say so. In return for my work The Digest will make a donation to Fettes, the Scottish school which gave me my education on a full scholarship."

Now Puerto Rico Offers 100% Tax Exemption to New Industry

by BEARDSLEY RUML

"We don't want runaway industries" says Governor Muñoz. "But we do seek new and expanding industries." Federal taxes do not apply in Puerto Rico, and the Commonwealth also offers full exemption from local taxes. That is why 300 new plants have been located in Puerto Rico, protected by all the guarantees of the U. S. Constitution.



BEARDSLEY RUML have already been established in this sun-drenched island 961 miles off the Florida Coast.

First and most compelling incentive is a completely tax-free period of ten years for most manufacturers who set up new plants in Puerto Rico.

For example, recent analysis for one Ohio firm revealed that due to tax exemption and operating economies it will increase its net profit from \$187,000 to \$442,000 a year by locating its new plant in Puerto Rico.

The Commonwealth will leave no stone unturned to help you get started. It will build a factory for you. It



Aerial view of the modern city of San Juan, population 389,316, the capital and financial center of Puerto Rico. The city's magnificent harbor alone handled more than three million tons of freight last year.

How Corporate Tax Exemption Boosts Profits

If your net profit after U. S. Corporate Income Tax is:	Your net profit in Puerto Rico would be:
\$ 17,500	\$ 25,000
29,500	50,000
53,500	100,000
245,500	500,000
485,500	1,000,000

How Dividend Tax Exemption Boosts Income*

If your income after U. S. Individual Income Tax is:	Your net income in Puerto Rico would be:
\$ 3,900	\$ 5,000
7,360	10,000
10,270	15,000
14,850	25,000
23,180	50,000
32,680	100,000
43,180	200,000
70,180	500,000

*Dividends are tax-free only if paid to residents of Puerto Rico by a tax-exempt corporation. Examples are based on Federal rates (Jan. 1, 1954) for single persons.

will help you secure financing. It will even screen job applicants for you—and then train them to operate your machines.

What About Labor?

Puerto Rico's labor reservoir of 650,000 men and women has developed remarkable levels of productivity and efficiency. Twenty-eight factories are now producing delicate electronic equipment.

Among the U. S. companies already manufacturing in Puerto Rico are Sylvania Electric, Carborundum Company, Remington Rand, Univis Lens, Shoe Corporation of America and Weston Electric.

Six steamship companies and four airlines operate regular services between Puerto Rico and the mainland. San Juan is just 5½ hours by air from New York. There is no duty on trade with the mainland.

"Close to Paradise"

Listen to what L. H. Christensen, Vice President of St. Regis Paper, says:

"The climate is probably as close to paradise as man will ever see. I find Puerto Ricans in general extremely friendly, courteous and cooperative."

"This plant in Puerto Rico is one of our most efficient operations, in both quality and output. Our labor has responded well to all situations."

Are You Eligible?

Says Governor Muñoz: "Our drive is for new capital. Our slogan is not 'move something old to Puerto Rico,' but 'start something new in Puerto Rico' or 'expand in Puerto Rico.'"

The Commonwealth wants to attract all suitable industries to Puerto Rico—especially electronics, men's and women's apparel, knitwear, shoes and leather, plastics, optical products, costume jewelry, small electrical appliances, hard candy and pharmaceuticals.

To get all the facts, and to find out whether you and your company would be eligible for complete tax exemption, mail the coupon below for your free copy of "Facts for Businessmen."

MAIL THIS COUPON

Economic Development Administration
Commonwealth of Puerto Rico, Dept. T-7
579 Fifth Avenue, New York 17, N. Y.

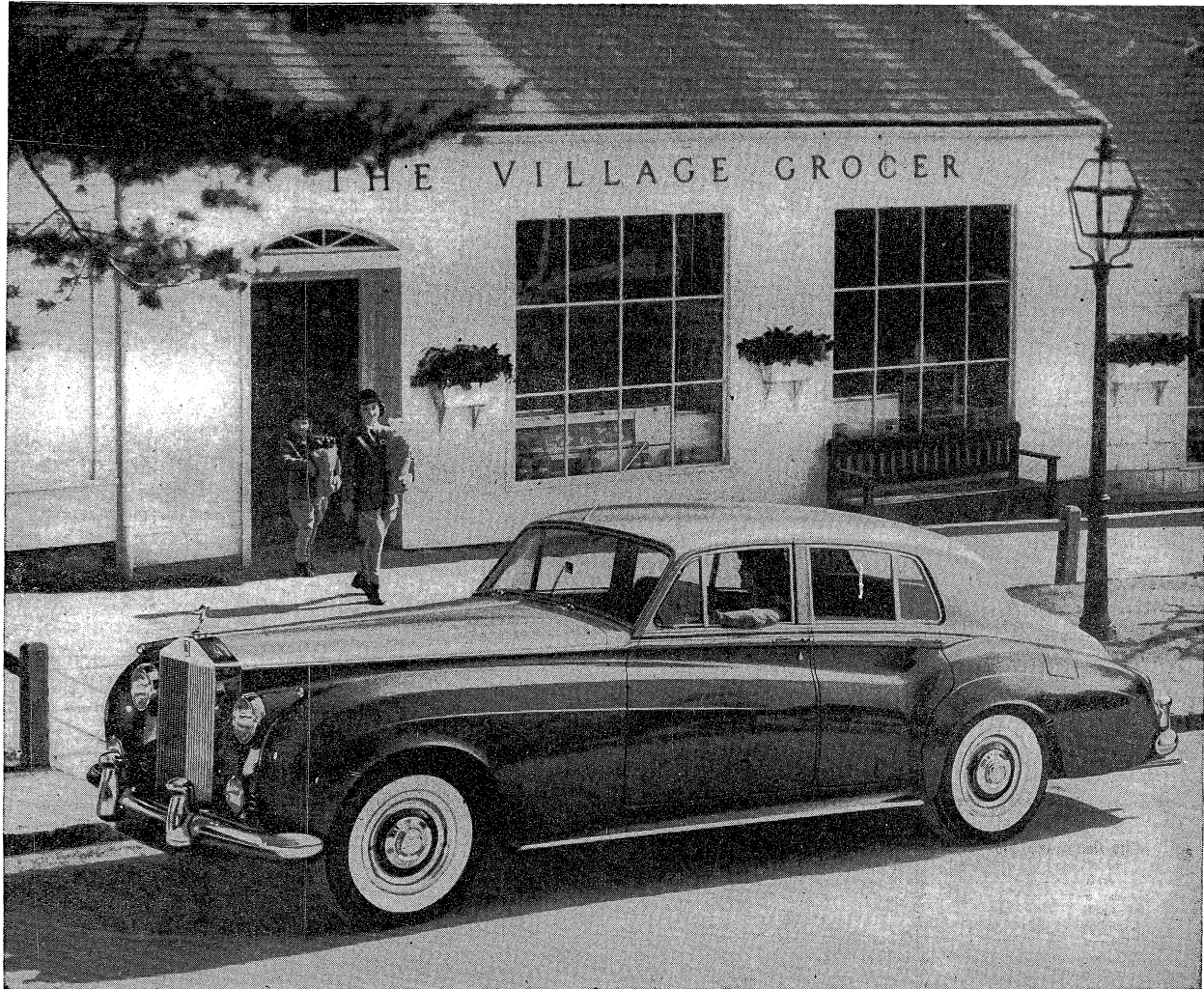
Mail me "Facts for Businessmen," your report of the advantages of Puerto Rico for plant location.

Name _____

Company _____

Product _____

Address _____



“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What *makes* Rolls-Royce the best car in the world? “There is really no magic about it— it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. The silence of the engine is uncanny. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. There is no metal-to-metal contact between the body of the car and the chassis frame—except for the speedometer drive. The entire body is insulated and under-sealed.
6. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to ninety-eight separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
7. The Rolls-Royce is guaranteed for *three years*. With a new network of dealers and parts-depots from

Coast to Coast, service is no longer any problem.

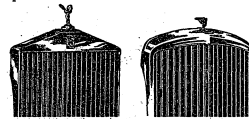
8. The famous Rolls-Royce radiator has never been changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
9. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *fourteen* coats of finishing paint go on.
10. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions. (The lack of fatigue in driving this car is remarkable.)
11. Another switch defrosts the rear window, by heating a network of 1360 invisible wires in the glass. There are two separate ventilating systems, so that you can ride in comfort with all the windows closed. Air conditioning is optional.
12. The seats are upholstered with eight hides of English leather—enough to make 128 pairs of soft shoes.
13. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
14. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor.

15. You can lubricate the entire chassis by simply pushing a pedal from the driver's seat. A gauge on the dash shows the level of oil in the crankcase.

16. Gasoline consumption is remarkably low and there is no need to use premium gas; a happy economy.

17. There are two separate systems of power brakes, hydraulic and mechanical. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

18. Rolls-Royce engineers make periodic visits to inspect owners' motor cars and advise on service.



ROLLS-ROYCE AND BENTLEY

19. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. The Bentley costs \$300 less, because its radiator is simpler to make. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

PRICE: The car illustrated in this advertisement is \$13,550 f.o.b. principal port of entry.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on adjacent page. Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20.

JET ENGINES AND THE FUTURE

Certain airlines have chosen Rolls-Royce turbo-jets for their Boeing 707's and Douglas DC8's. Rolls-Royce prop-jets are in the Vickers Viscount, the Fairchild F-27 and the Grumman Gulfstream.

Rolls-Royce engines power more than half the turbo-jet and prop-jet airliners supplied to or on order for world airlines.

Rolls-Royce now employ 42,000 people and the company's engineering experience does not stop at motor cars and jet engines. There are Rolls-Royce diesel and gasoline engines for many other applications.

The huge research and development resources of the company are now at work on many projects for the future, including nuclear and rocket propulsion.

See the Rolls-Royce and Bentley at Stand 13, International Automobile Show, New York Coliseum, April 5-13.

How to create financial advertising that sells

by Ogilvy & Mather

Ogilvy & Mather has created over \$100 million worth of advertising for clients in many financial fields—banking, insurance, investments, credit cards. Here are twelve of the things we have learned.

1. The most important decision. How should you position your financial product or service? This is the most important decision you will make. It affects the way you conduct your business, as well as what you say in advertising.

Merrill Lynch is positioned as a total financial services center, not as just a stock broker. American Express Travelers Cheques are positioned for domestic travel, as well as foreign.

The Fidelity Bank of Philadelphia is positioned as the bank that does the most to stretch your money.

The results of your campaign depend less on how your advertising is written than on how your product is positioned. It follows that positioning should be decided before the advertising is created. Research can help. Look before you leap.



Consistency pays. The positioning for this American Express Card campaign is 10 years old. It won the 1973 David Ogilvy Award—given solely for success in sales.

2. Build a bond of trust. Any advertisement is likely to work better if readers believe it. In financial advertising it pays to build a bond of trust. This is because many financial services offer benefits that cannot be seen or measured for years, yet are vital to the customer's well-being.

Here are five ways to build trust:

• **Demonstrate your stability.** You are asking people to come forward with hundreds, even thousands, of dollars. Perhaps their entire life savings. Nobody wants to entrust his money to a bank or brokerage house that might fail. Your advertising can help build confidence in your stability.

When Merrill Lynch was still a private company, they didn't have to publish an annual report. But they published one anyway, and offered it in advertising.

Merrill Lynch's philosophy of "doing business in a goldfish bowl" suggested that they had nothing to hide. It paid dividends in goodwill and new business.

• **Find a spokesman your prospects will trust.** When Ogilvy & Mather was looking for a spokesman for New York's Bowers Savings Bank, we asked this question: "Who personifies New York at its best, and would be trusted instinctively by New Yorkers?"

Joe DiMaggio led the list by a wide margin and became The Bowers's spokesman. Within eight months, awareness of The Bowers's advertising increased 50 percent.

• **Be scrupulously honest.** In a commercial about their annual report, City Investing Company said: "Where we did well, we show you. And

where we didn't do so well, we show you that, too! People trust a company that tells the truth.

• **Show who is behind those granite walls.** It is easier to trust a human being than a faceless company. Investors, for example, want to know who is handling their money. Lionel D. Edie & Co., the investment advisory subsidiary of Merrill Lynch, showed their top investment advisors in their advertising. It helped establish person-to-person contact with dozens of prospective accounts.

• **Don't be cute.** People take their money seriously and are seldom disposed to trust it to a comedian. Ogilvy & Mather has found that it pays to

Notes on corporate advertising to the financial community

Few security analysts or sophisticated investors will admit that advertising can affect their evaluation of a company. Ogilvy & Mather's research tells a different story.

If you are considering advertising to the financial community, here are five keys to success:

1. Be ready to make a long-term commitment—three to five years—or the money you spend will be wasted.

2. Give a candid indication of how you plan to grow in earnings per share. The people who recommend or buy your company's stock hate surprises.

3. Make sure your financial reports—and your advertising—are easy to understand. Financial experts will avoid a company whose communications are hard to decipher.

4. Measure your results. Be as hard-nosed about your advertising investment as any other investment you make.

5. Be different. Your advertising must set you apart from other corporations—or it will pass like a ship in the night.

leave whimsy to those who advertise whimsical products.

3. Offer a unique benefit—and advertise it. American Express is the only brand of travelers cheques which guarantees an emergency refund 24 hours a day, 365 days a year, anywhere in the continental U.S. Their advertisements never fail to mention this fact.

4. Simplify your offer. Like every other commercial bank in Philadelphia, The Fidelity Bank offered a schedule of reduced checking costs for customers who kept certain balances in their checking account or savings account. The idea was unwieldy and complicated to explain in advertising.

Unlike the other banks, Fidelity simplified its offer by advertising free checking for anyone who kept at least \$400 in a savings account.

Result: In just four months, Fidelity Bank quadrupled the number of customers in its free checking program—and enjoyed a healthy increase in savings deposits.

5. Go on television. There is a theory that television provides too much "waste circulation" to be efficient in reaching upper income groups. This theory has been proven false. The visibility and impact of television can more than offset the diversity of its audience.

We have used television effectively for all our financial clients.

6. Find a unique symbol. A distinctive and memorable visual symbol can give your advertising

ing a hook that will catch in your prospect's mind.

• **The Merrill Lynch bulls** symbolize the company's confidence in the long-term strength of the American economy.

• **The Nationwide blanket** symbolizes the complete coverage Nationwide can provide for your home, car, and family.

7. Go first class. It pays to give your service an image of quality. If your advertising looks cheap or ugly, prospects will assume that your service is shoddy.

8. Unify your advertising. Often a financial advertiser offers different services to different groups of people. Without a common theme, the advertising may seem to come from several small companies, rather than from one large one. That charging herd of bulls makes every Merrill Lynch advertisement work toward a common cause even when the services offered are different.

9. Talk your customers' language. Part of Joe DiMaggio's appeal to New Yorkers is that he's a "regular guy." He never talks in trade jargon never builds a wall of arcane verbiage around The Bowers's services.

By the end of his first year as spokesman, The Bowers's share of the growth in savings bank deposits jumped over 60 percent.

10. Make sure people know you really want their business. Many people are afraid of financial institutions. For example, they hesitate to ask for a loan out of fear of being turned down.

Fidelity Bank cut through this fear by announcing: "Fidelity Bank has \$10 million to lend by May 1." The money was gone in 60 days.

11. Make the most of news. We have found that financial advertising gets more readership when tied in with news.

But make sure you act fast. A Merrill Lynch advertisement on Phase Three controls was written, approved, set in type, and sent to newspapers within 12 hours of the newsbreak.

In the summer of 1971, many Americans abroad were unable to exchange their dollars for foreign currency because of an overnight devaluation. Immediately, Ogilvy & Mather people in London and Paris filmed interviews with Americans whose vacations had been saved by the American Express Card, which was still usable because charges on it are made in the local currency.

Within days, these interviews were on the air in television commercials. The number of people who rated the American Express Card as the "best general-purpose credit card" grew 40 percent faster than projections.

Merrill Lynch is bullish on America.



A distinctive symbol. Six weeks after this commercial went on the air, over 65 percent of the target audience could identify the firm that was bullish on America.

12. Don't be afraid of long copy. A financial commitment is intensely interesting to the person about to make it. Be sure to give your prospects plenty of information.

Research shows that although readership falls off rapidly up to fifty words, it drops very little between 50 and 500 words.

One of the best coupon advertisements for Merrill Lynch contained more than 1,145 words. "The more you tell, the more you sell!"

How to integrate direct response into your marketing plan

If you have a new product or service, make sure your key prospects get the news ahead of the general public—in the mail.

And don't ignore your current customers. They are often your best prospects.

Financial clients of Ogilvy & Mather

- American Express Card
- American Express Travelers Cheques
- American Express International Banking Corp.
- The Bowers Savings Bank
- City Investing Company
- The Fidelity Bank
- Merrill Lynch & Co., Inc.
- Nationwide Insurance

In collaboration with Hodes-Daniel Advertising, Ogilvy & Mather's Direct Response Division offers financial marketers a unique combination of services.

Hodes-Daniel has specialized in financial direct marketing for 30 years. They can also computerize your mailing list, print your mailings, and send them out.

This you can now get all the marketing services you need from a single source. Which should mean greater speed, better coordination, and more efficient use of your marketing dollars.

Fidelity Bank has \$10 million to lend by May 1



Many people are afraid to ask a bank for money. Fidelity's direct approach made it easier to ask. Result: every cent of the money was gone in 60 days.

Invitation

Ogilvy & Mather has a comprehensive one-hour slide presentation on financial advertising. If you would like to see this presentation, please write on your company letterhead to any of these heads of Ogilvy & Mather offices: Andrew Kershaw in New York; Michael Turner in Houston; or Cy Schneider in Los Angeles.

Ogilvy & Mather

2 East 48th Street, New York, N.Y. 10017
2600 Two Shell Plaza, Houston, Texas 77002
5900 Wilshire Blvd., Los Angeles, Calif. 90036

How to run an advertising agency

by David Ogilvy
Chairman, Ogilvy & Mather International

Ogilvy & Mather now has offices in seventeen countries. As a guide to the heads of these offices, who are meeting in New York this week, David Ogilvy recently set down his principles of management. Here they are in abbreviated form.

For an unexpurgated version write Ogilvy & Mather, 2 E. 48 St., New York, N.Y. 10017.

I believe in the Scottish proverb: "Hard work never killed a man." Men die of boredom, psychological conflict and disease.

The harder our people work, the happier and healthier they will be.

Make working at Ogilvy & Mather fun. When people aren't having any fun, they seldom produce good advertising. Kill grime with laughter.

Maintain an atmosphere of informality. Encourage exuberance. Get rid of sad dogs who spread gloom.

Always be honest in your dealings with clients. Tell them what you would do if you were in their shoes.

While you are responsible to our clients for sales results, you are also responsible to consumers for the kind of advertising you bring into their homes. Tell the truth.

No phonies or zeros

Our offices must be headed by the kind of men who command respect. Not phonies or zeros.

Qualifications for the Heads of our offices:

1. High standards of personal ethics.
 2. A big man, without pettiness—a formidable individual.
 3. Stable, guts under pressure, resilient in adversity, a deep keel.
 4. Brilliant brain—not a safe plodder.
 5. Commitment—dedicated, a hard worker.
 6. A streak of unorthodoxy—the urge to innovate.
 7. The courage to face tough decisions, including firing non-performers.
 8. Inspiring enthusiast—with infectious gusto.
 9. Decisive—speed in grasping nettles.
 10. Ability to hire and promote good people.
- If you treat your lieutenants as subordinates, they will be less effective in their jobs; they will come to resent their subordination.

Our Top Management in each country

should function like a Round Table, without the overt discipline of a military hierarchy—with its demeaning pecking order.

An egalitarian structure encourages independence, responsibility and loyalty. It reduces dependence on ONE MAN, who is sometimes absent, often fallible and always mortal.

The key to success

The key to success in management lies in this concept of PARTNERSHIP. Partnership between the Heads of our offices and their colleagues at the Round Table. Partnership between our offices in different countries.

Happy partnerships are as difficult to sustain as happy marriages. The challenge can be met if those concerned have clear-cut divisions of responsibility and don't poach on the other fellow's preserves.

"Why beholdest thou the mote that is in thy brother's eye, but considerest not the beam that is in thine own eye?"

Superior service to our clients depends on making the most of the men and women on your staff.

Give them challenging opportunities, recognition for achievement, job enrichment, and responsibility.

Treat them as grown-ups—and they will grow up.

Help them when they are in difficulty. Be affectionate and human, not cold and impersonal.

Give outstanding performers spectacular rewards. Nothing is too good for our make-or-buy individuals.

Encourage free communication upward. Senior men have no monopoly on great ideas.

Nor do Creative people. Some of the best ideas come from clients, account executives, researchers and others.

Don't be a hermit

Do not summon people to your office—it frightens them. Instead, go to see them in their offices.

A Chairman who never wanders about his agency becomes a hermit, out of touch with his staff.

Never hire relatives or friends.

Sack incurable politicians.

Crusade against paper warfare. Encourage your people to air their disagreements face-to-face.

Discourage secrecy.

Discourage poaching.

Compose sibling rivalries.

Avoid duplication of function—two

people doing a job which one could do.

Ferment and innovation

Your paramount hiring problem is this: Advertising is one of the most difficult functions in industry, and too few brilliant people want careers in it.

1. Make a conscious effort to avoid recruiting pedestrian hacks.

2. Create an atmosphere of ferment, innovation and freedom. This will attract brilliant recruits.

3. If you ever find a man who is better than you are—hire him. If necessary, pay him more than you pay yourself.

In recruitment and promotion we are fanatical in our hatred for all forms of prejudice. We have no prejudice for or against Roman Catholics, Protestants, Negroes, Aristocracy, Jews, Agnostics or foreigners.

The most important function

The Creative function is the most important. The Heads of our offices should not relegate their key creative people to positions below the salt.

They should pay them, house them and respect them as indispensable Stars.

We also value our good Management Supervisors. They stimulate our service departments to do great work for clients.

Our Management Supervisors are equivalent to the partners in great law firms. They must be stable, courageous, professional and imaginative.

They must work in fruitful partnership with our creative people—neither bullying them nor knuckling under to them.

This is not a job for lazy, frightened mediocrities, nor for superficial "contact" men.

No agency has greater respect for the importance of the research function—particularly in the creative area.

The most valuable quality in a Research Director is his integrity. A dishonest one can do appalling damage.

It is also important that a Research Director be able to work sympathetically with our creative people. And he should be able to use research fast and cheaply.

Disciplines

In all our departments, our top people must instill a healthy discipline. Due dates must be met. The staff must arrive on time. Telephones must be answered politely. Security must be policed.

It is also the duty of our top people to sustain unremitting pressure on the professional standards of their staffs. They

must never tolerate mediocre creative work or sloppy plans.

In our competitive business, it is suicide to settle for second-rate performance.

Fee or commission?

We offer our clients a choice of fee or commission. Fees offer four advantages:

1. The advertiser pays for what he gets—no more, no less.
2. Every fee account pays its own way. Unprofitable accounts do not ride on the coattails of profitable accounts.
3. The agency has an incentive to provide non-commissionable services.
4. Unforeseen cuts in advertising expenditure do not result in temporary personnel layoffs.

Then there is the commission system, and some clients prefer it. Both systems will continue for years to come. We should be open-minded about them.

New accounts

The most difficult decisions are which new accounts to take and which to reject. The primary considerations should be:

1. Does anyone in our Top Management really want the account? We should never take a new account unless at least one of our key men can approach it with tremendous enthusiasm.

2. Do we believe that good advertising can sell the product?

3. Would the marriage be a happy one? Unhappy marriages do not fructify—and they do not last.

4. Has the account potential for growth? The prime responsibility for new business must lie with the Head of the office. He should not allow his Management Supervisors to spend too much time assisting him in this area; their prime responsibility must always be to our present clients.

Ogilvy & Mather offices

NORTH AMERICA

New York
Los Angeles
(Carson/Roberts)
Houston
Toronto
Montreal

EUROPE

Amsterdam
Brussels
Frankfurt
London
Milan
Paris
Vienna

LATIN AMERICA

Bogota
Buenos Aires
Caracas
Mexico City
Rio de Janeiro
São Paulo

AUSTRALIA

Melbourne
Sydney

NEW ZEALAND

Wellington
Auckland

SOUTH AFRICA

Johannesburg

WEATHER FORECAST:
Fair and clearing is the complexion forecast for the smart women who start using Helena Rubinstein's superb creams and cosmetics.

An educational beauty advertisement of interest to all women

Helena Rubinstein's Beauty Products are available at leading department and drug stores everywhere.

Helena Rubinstein's Spring Beauty Page

VOL. 2, No. 1

MARCH 1953

Copyright by Helena Rubinstein, Inc. 1953

New Miracle Cosmetic Restores Younger Look To Your Skin and Tightens Facial Contours



Beauty Calendar for Spring

by Helena Rubinstein

PARIS, MARCH 20—What a wonderful tonic Spring can be when you let yourself enjoy it! Now's the time to snare your wardrobe with rosy pinks and bright violets. Try a new and daring lipstick shade. Lighten your hair, brighten your complexion. Erase winter from your life... and look like Spring! Here are some ways to do it:

First—do something with your hair. A new Spring cut-off of course. But before that—why not a new shade? More and more women are discovering how easily they can have vibrant, color-rich hair with my Color-Tint Rinse. These temporary tints brush on as easily as mascara—all out with your next shampoo!

There are 11 exciting hues to choose from. You can be a red head this week... a blonde next week... a milk-treated lovely the week after that! So if you have a new dress, nondescript shade... don't tolerate it. Change it, and look new for Spring.

The world is blooming with new Spring coiffures, bared to the air for all to admire. Perhaps you're wondering how some women keep their hair so chic and smooth, without a hat. Let me tell you their secret. It's my new Wave Sheen Cream!

This wonder cream leaves fly-away brittle ends. At the same time, it adds satiny polish for extra beauty. A rare natural derivative in the formula, nourishes your hair from root to end without "greasing" it! If you use my Wave Sheen Cream before and after shampoo, permanent smoothness to your hair will always be a shining cap of glory.

With the coming of warmer weather, you'll need a deodorant upon which you can truly rely. And if that deodorant is also delightfully scented and pleasant to use... so much the better! My Perfume Spray Deodorant is perfect on both counts. Perfumed with beautiful White Magnolia fragrance, it gives dependable, long-lasting protection. To be completely inebriated, make my Perfume Spray Deodorant a daily habit.

A lovely way to feel like spring is to smell like spring... fresh, flowery and gay. So now treat yourself to the sense-tingling delights of my solid cologne sticks. They come in four enchanting scents: Apple Blossom, Heaven-Sent, Command Performance and White Magnolia. Women love my solid cologne sticks because they last so long-lasting. Also because they are spill-proof and comfortably carried in your purse for touchups during the day. Yet my solid cologne sticks are not costly, so you can easily afford to have in their fragrance every hour of the day.

Base shoes have more fashion significance than ever this year... and what could be more flattering to the well-kept limb? Before you wear these little shoes, though, rid your legs of unwanted hair with my Nud. It's this deliciously fragrant cream whichs away every trace of hair in a few seconds... and removes it so close to the roots that your legs stay smooth and hair-free much longer!

Spring Cleaning and Repairing for Skin

Special treatments freshen winter-dull skin

Every complexion needs a complete Spring cleaning and repairing after so many months of rigorous winter exposure. Famous beauty authority, Helena Rubinstein, recommends the following freshening treatments for every type of skin.

For dry skin
Follow this routine daily to smooth and soften dehydrated skin. Morning and night cleanse with "Pasteurized" Face Cream Special. Helena Rubinstein's famous concentrated emollient cream. (1.25) At night, lubricate with extra rich "Pasteurized" Night Cream to replace lost oils and moisture. (1.50)

For oily skin
Because excess oil clogs pore openings, oily skin accumulates more dirt and requires deeper friction cleansing. So every night, friction cleanse with Helena Rubinstein's Beauty Washing Grains. (1.25) After cleansing, press "Water Lily" Skin Lotion on your skin to help close pores and relieve the oily condition. (1.50)

For blemished skin
To clear skin of externally caused surface blemishes, first cleanse pores with Helena Rubinstein's soothing cream wash—Plus Cleanser. (1.25 no Federal tax) Then apply a light film of Medicated Cream, a scientifically proven formula which contains ingredients prescribed by skin specialists to heal surface blemishes. 1.00

These Stay-Long Lipstick shades make new fashion colors more becoming



For every exciting new spring fashion color Helena Rubinstein has the just-right lipstick shade. Pick your colors from the chart below and see how the proper lipstick shade will make them extra flattering. Even colors you used to think you couldn't wear—suddenly become yours!

- | | |
|----------------------------------------------------------|----------------------------------------------------------------------|
| For these spring fashion colors | Wear these lipstick shades |
| With navy, dazzling white clear reds and new grays. | APPLE RED adds a brilliant dash of bright true-red. |
| For the lovely new briges green-golds and tawny tones. | CRACKERJACK is a burnished orange-red that blends divinely. |
| To complement the new blue-purple from mauve to violet. | RED RASPBERRY gives a radiant crimson-crush color lips. |
| When wearing hot pinks, bright blue, stripes and checks. | SPORTING PINK is the deep sparkling pink with the proper vibrations. |
| To accompany yellows, mist green, the new citrus shades. | RED HELLION adds an exhilarating glow of sun-touched red. |
| For pale pinks, delicate flower prints and pastels. | PINK AND PAIR is a soft blush of fresh and feminine fattery. |

Only Helena Rubinstein offers you all these luscious shades (and others) in 2 long-lasting lipstick textures. For maximum cling, choose Helena Rubinstein's Stay-Long lipstick. Applied as directed, it stays bright and beautiful all day long. Doesn't run, smear or come off on people!

For extra dry lips, pick Helena Rubinstein's Stay-Lustre lipstick. It is specially rich and



BY NIGHT, Contour-Lift Film moulds more youthful contours. It tightens flabby skin, "lifts" sagging throat lines. It tingling, tightening action smooths away wrinkles for hours on end. Soon, your face seems to take new shape. Your profile looks young again!

For average skin
To make "average" skin glow with new beauty and freshness follow this 2-step formula. Cleanse morning and night with Deep Cleanser, a remarkable liquid cream that penetrates deeper into pore openings quickly to remove stubborn grime and clinging make-up. (1.50)

At night lubricate with Helena Rubinstein's "Pasteurized" Night Cream to prevent your skin from forming dry skin lines. (1.50) Prices plus tax unless otherwise noted.

New "Contour Make-Up" for That Younger-Than-Springtime Look

One are the days when a woman had to be born with perfect features to be considered beautiful. Today's beauties are created... with the little bottles, sticks and cakes of color we call make-up.

The trick lies in knowing how to use these magic potions to hide your bad features while highlighting the good. And this every woman can do, thanks to Helena Rubinstein! That great pioneer of women's beauty has devised a magical Contour Make-up technique to help you look younger-than-springtime—and just as pretty.

If you would like to see how make-up can make you over, try this brand new technique as taught at the famous Helena Rubinstein Salon.

First your foundation should be lighter in color than yours in years, to give you a fragile, more feminine look. The peach-bloom shade in Silk-Tone is perfect for this effect. Apply your foundation more heavily than usual to cover skin imperfections, lines and shadows and also to give your skin a more even finish. Your powder should be a shade lighter than your foundation and applied lightly all over your face and throat. Let it set for a few minutes, then brush away the excess.

Your rouge should be applied like this: Using your eye as a guide, place three dots of Silk-Tone Waterproof Mascara to the upper Lipstick Rouge in a triangle shape.



Now, a rosy blush of lipstick. You can pick your perfect color from the chart on this page. Follow the natural curve of your mouth from corner to corner. Then, it's no easy job. Fill in the corners with a blue or green pencil from the inner to the outer corner, as close to the lashes as possible. At the outer corner, extend the line with a slight lift. Then apply three dots of Silk-Tone Water-Proof Mascara to the upper lashes only, unless your lashes are



BY DAY, Helena Rubinstein's amazing Contour-Lift Film gives your face glowing freshness, a younger, uplifted look. A unique new beauty fluid, it is instantly absorbed and completely invisible... a perfect firming base under make-up for day-long beauty.

extremely light. Brush with upward strokes, applying most heavily to the outer lashes to give an uplift to the eyes.

Now softly arch your brows in feathery strokes, keeping them always in proportion to your eyes. Never bow down on the pencil, because too much pressure gives a hard, unnatural line. Smooth on luminous Eye Shadow directly below the center of the eyebrow above the eyelid. Smooth outward to the end of the eyebrow, blend dot mid-way between the two in line with the outer corner of your eye. Now blend out toward the temple. Apply a touch of rouge in a half moon at the tip of the chin, to oval out your face and help soften a double chin. And another touch to inner corners of your eyes to block out aging shadows.

And there you have the new Contour Make-up. With it you might lift your hair, for a temporary change of color.

Keep this page as a personal Spring Beauty Guide.

This page is a gold mine of exciting new beauty ideas. So keep it—it won't appear again. And whenever you shop for new cosmetics, avoid mistakes by shopping these columns first.

4 Steps to Beauty—in 5 Minutes

This nightly beauty treatment takes only five minutes of your time. Yet it can make all the difference between a skin that is lined and crepey... and one that is smooth, fresh and young-looking.

First, cleanse thoroughly with Deep Cleanser, a creamy liquid, it penetrates deeper into pore openings to give your skin complete cleansing... in less time. (1.50)

Next, pour local circulation with Skin Exerciser (Eau Verte). A must for complexions that are sallow and lined from lack of fresh air and exercise. (3.00)

Third step—"Lift" and tighten facial contours with amazing Contour-Lift Film. (5.00, 3.00)

Last—Apply Estrogenic Hormone Cream to replenish precious moisture under the surface of your skin. The natural estrogens supplied by this cream help your skin ward off wrinkles and crepsiness. Give it the full, firm look of youth (5.50, 3.50). Prices plus tax

Wash your hair in color...

with Helena Rubinstein's new Color-Tone Shampoo

HERE'S the exciting new way to change dull, mousey hair into a shining cap of glory. Helena Rubinstein's sensational Color-Tone Shampoos add heavenly new colors as they shampoo hair silky clean. No muss... no fuss... no extra process. Just shampoo as you always do. Then see the vibrant color-rich difference! Wonderful indeed!

BLONDE-TONE SHAMPOO adds golden glints... BRUNETTE-TONE gives dark hair beautiful rich depths... SILVERTONE eliminates yellow streaks, makes gray hair shimmer with silver... RED HEAD SHAMPOO kindles "Titan" flames.

All four shades come in big 6-oz. bottles. Only 1.25 plus tax.

Helena Rubinstein's amazing Contour-Lift Film acts like a Spring tonic for tired faces

The only cosmetic of its kind to give a 24-hour a day beauty lift

Helena Rubinstein has a perfect tonic for the down-in-the-face winter doldrums! After years of scientific research, this great beauty genius has discovered an incredibly quick and easy way to help women look younger. It is called Contour-Lift Film. You will call it the most wonderful thing that ever happened to you!

Millions of women have begged Madame Rubinstein for an effective beauty lift which would act quickly on aging skin and contours. At last, she perfected her Contour-Lift Film—a totally unique new fluid formula that works miracles on sagging chin lines, deepening expression lines, under-eye puffiness and crepey skin. This one remarkable fluid can take years of your age... in minutes!

A Day and Night Beauty Lift

Contour-Lift Film is formulated from a blend of rich replenishing oils, beneficial herbal extracts and effective astringents... in the scientific proportion that does wonders for aging skin. It is designed to be used both day and night as a beautifying base under make-up; as part of your nightly facial treatment. Contour-Lift Film is the only cosmetic of its kind that can give you this fabulous 24-hour a day beauty lift.

Here's How It Works

By day, you use Contour-Lift Film for a younger, uplifted look. Its tingling, tightening action smooths away wrinkles for hours on end. In mere minutes, your skin is toned, uplifted... glows with a new firm freshness. Contour-Lift Film is instantly absorbed, completely invisible and is a perfect firming base under your make-up.

At night, with Contour-Lift Film as part of your regular beauty treatment, sagging chin lines seem to vanish. Flabbiness becomes more taut. With faithful use, you acquire a more youthful profile—a smoother, firmer skin. You discover a new way of looking younger... for years to come.

Wonderful Results for All Women

Women of all ages find Contour-Lift Film a blessing to their beauty. It is indispensable to the older woman with aging contours, deepening wrinkles, sagging throat line. Business women need it for the 'round the clock glamour so necessary to their careers. And every young woman will find it a beautiful pick up before a date... a glamorous base for make-up.

Every morning, apply Contour-Lift Film under your make-up. At night, make it part of the following beauty routine, recommended by Helena Rubinstein for every woman who wishes to postpone her age.

4 Steps to Beauty—in 5 Minutes

This nightly beauty treatment takes only five minutes of your time. Yet it can make all the difference between a skin that is lined and crepey... and one that is smooth, fresh and young-looking.

First, cleanse thoroughly with Deep Cleanser, a creamy liquid, it penetrates deeper into pore openings to give your skin complete cleansing... in less time. (1.50)

Next, pour local circulation with Skin Exerciser (Eau Verte). A must for complexions that are sallow and lined from lack of fresh air and exercise. (3.00)

Third step—"Lift" and tighten facial contours with amazing Contour-Lift Film. (5.00, 3.00)

Last—Apply Estrogenic Hormone Cream to replenish precious moisture under the surface of your skin. The natural estrogens supplied by this cream help your skin ward off wrinkles and crepsiness. Give it the full, firm look of youth (5.50, 3.50). Prices plus tax

Hide Your Age with Contour-Lift Film

A day and night beauty miracle! "Lifts" sagging contours... hides aging shadows... smooths away lines for hours. Your face takes new shape... a look of ageless beauty.

2 months' supply—5.00
Introductory size—3.00
price plus tax



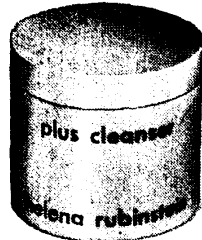
Now Helena Rubinstein Offers a Solution for Twelve Beauty Problems!

Dry Skin?



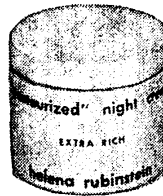
"PASTEURIZED" FACE CREAM SPECIAL— with superfine emollients to clean and lubricate dry, *sensitive* skin. It's a superb massage cream, too, which leaves skin **1.25** smooth, supple, and velvety soft. **1 plus tax**

Clogged Pores?



PLUS CLEANSER—Helena Rubinstein's remarkable cream wash which foams richly like soap and *softens* like cream. You use it on your skin. Its penetrating lather loosens every bit of clogging dirt. **1.25**

Flaky Winter Skin?



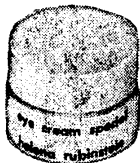
"PASTEURIZED" NIGHT CREAM—extra-rich emollients cream away flaky, scaly dryness overnight! Wonderful to help smooth out dry lines and beautify skin scientifically. **1.50**

Oily Skin?



"PASTEURIZED" FACE CREAM—pore-deep action thoroughly cleans *normal* and *oily* skin, discourages blemishes. **1.25**
"HERBAL" SKIN LOTION—invigorating, gently astringent for enlarged pores, helps refine skin. Use after cleansing. **1.00**

Squint Lines?



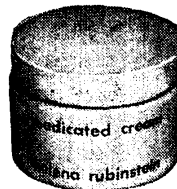
EYE CREAM SPECIAL—rich, easily-absorbed cream for the dry, delicate area around eyes and eyelids. Use it overnight. Wonderful to help check age—**1.00** betraying squint lines, dryness. **1 plus tax**

Sensitive Skin?



"HERBAL" EXTRACT—ultra-soothing lotion for delicate, dry, sensitive skins. "Herbal" Extract helps smooth out lines, leaves skin infinitely softer and smoother. **1.75** Wonderful also for eye compresses. **1 plus tax**

Surface Blemishes?



MEDICATED CREAM—greaseless cream for skin that "breaks out." Medicated ingredients help skin heal itself. A boon to young people (including boys) **1.00** plagued by surface skin irritations. **1 plus tax**

Blackheads?



BEAUTY GRAINS—brisk friction wash for blackheads and surface impurities. Tiny granules combine with water to scrub skin spanking clean and loosen **1.25** pore-clogging impurities. **1 plus tax**

Chapped Hands?



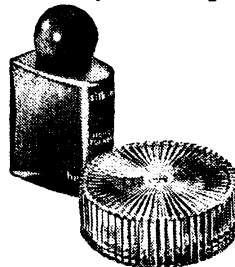
SILK VELVET HAND LOTION—powdered *silk*—blended into a rich, creamy liquid—soothes the driest hands. Instantly absorbed, scented, not sticky or greasy—leaves hands smooth as silk! **1.00** Jumbo 6-oz. size. **1 plus tax**

Bad Complexion?



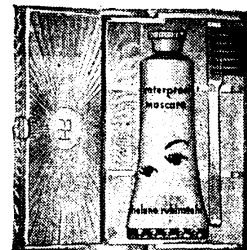
SNOW LOTION—remarkable lotion foundation for oily, blemished skins—it *heals* while it *conceals*! Mildly medicated, it hides tiny skin imperfections under a smooth mat finish. 3 complexion **1.00** colors. **1 plus tax**

All Day Make-up!



SILK-TONE FOUNDATION—blended with pure silk! First step in your *all-day* make-up. Creamy, protective, goes **1.50** on *flawlessly*! **1 plus tax**
SILK-SCREEN FACE POWDER—**1.00** adds a silken shimmer. **1 plus tax**

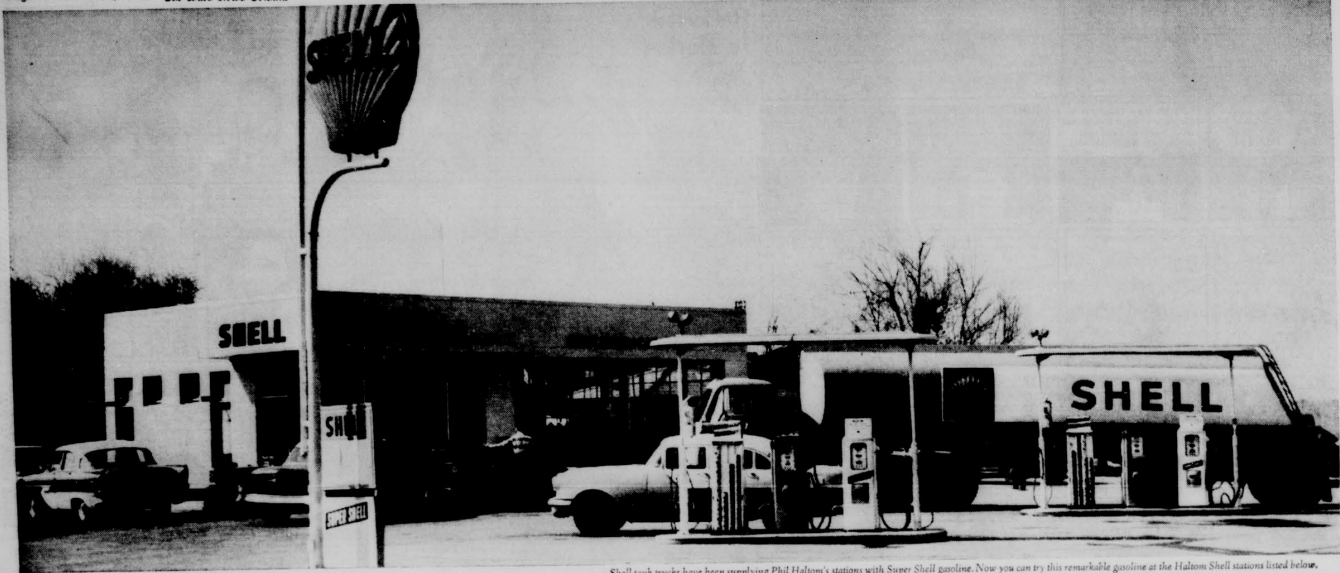
Waterproof Mascara!



CREAM MASCARA IN LUCITE CASE—the only waterproof mascara that won't run, smear, or streak even if you cry or swim with it on! No water to add. Black, **1.00** blue, brown, blue-green. **1 plus tax**

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Shell tank trucks have been supplying Phil Haltom's stations with Super Shell gasoline. Now you can try this remarkable gasoline at the Haltom Shell stations listed below.

BULLETIN:

Now Waco area motorists can buy Super Shell
 —the gasoline with 9 ingredients for top performance
 —at the Haltom Oil Company stations listed below

Phil Haltom is now the Waco area Shell man. This means you can now buy today's Super Shell gasoline, Shell X-100[®] Premium Motor Oil, Shell fuels, lubricants, and other fine Shell petroleum products at his service stations.

Read why this well-known Texas oil marketer decided to switch to Shell—and how his decision will bring you top performance.



Phil Haltom

PHIL HALTOM'S decision to switch his service stations to Shell was not a snap judgment. Haltom is a petroleum expert. He learned the business from the bottom up while working for a Shell jobber in Victoria. Today, he is a member of the Texas Oil Jobbers Association.

He studied many oil companies before selecting Shell Oil—a world-famous company with a reputation for scientific and technical achievement. Shell, he knew, had the largest research staff of any petroleum company.

Here were people who were constantly developing better products to make cars run better and better.

Haltom realized—as you realize—that any gasoline can make cars go. But he knows—as you will soon discover—that today's Super Shell can give cars top performance.

The nine ingredients in Super Shell

Now you can try Super Shell at all Haltom Oil Company service stations. This remarkable gasoline contains nine ingredients to give your car top performance.

Here they are—and here's what they do.

#1 TCP[®] additive. It can give many cars up to 15 per cent more power, up to 17 extra miles per tankful.

#2 "cut-cracked" gasoline for power with a putt.

#3 Alkylate, noted for knock control in hot engines at high speeds.

#4 anti-knock mix for extra resistance to knocks.

#5 Butane for quick starts.

#6 Pentane mix for fast warm-ups.

#7 an anti-icer, added when temperatures drop to check cold-weather stalling.

#8 gum preventive to help keep carburetors from clogging.

#9 Platformate for extra mileage.



Shell service station personnel are thoroughly trained in all phases of service and lubrication. These professionals will help Waco motorists get top performance from their cars.

Haltom specializes in service

The men you see in the pictures at the right are now wearing their new Shell uniforms.

When you drive into their Shell stations for a tankful of Super Shell, they and their staffs will give you a hearty welcome—and good old-fashioned personal service.

You'll never drive away from a Haltom Shell station, straining to see the highway through a dirty windshield. It's cleaned without your asking. In fact, these men won't let you leave before they've thoroughly serviced your car. You'll never wonder if you need oil or water.

Small items. But they can help give you top performance on the road.

Haltom Shell stations are more than "filling" stations. They're truly service stations—staffed by professionals who are expert in all phases of service and lubrication. With Phil Haltom's stations, service is not an effort. Service is their business.

Try Super Shell today

Fill up with Super Shell gasoline at your nearest Haltom Shell station. You'll soon feel and hear a difference in the way your engine runs.

That difference is top performance.



Now you can try Super Shell—the remarkable gasoline with 9 ingredients for top performance—at all Haltom Shell stations.

FILL UP WITH SUPER SHELL AT HALTOM OIL COMPANY SERVICE STATIONS



HALTOM OIL COMPANY
 Waco, Texas



[®]Trademark for Shell's unique gasoline additive. Gasoline containing TCP is covered by U. S. Patent 2892212.

Gene Schwartz Swipe File

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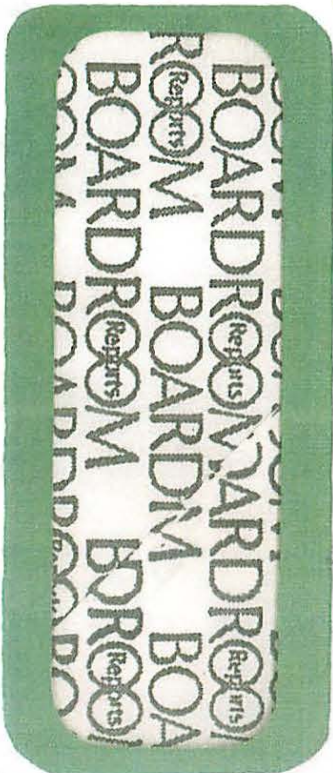
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Boardroom takes you where the destiny-shaping big decisions are made! Where top specialists determine the fate of whole industries. Like this . . .

Just one recent example -- do you know the simple change in accounting procedure that virtually destroyed one of the great growth industries? It was first hinted at in a specialized journal for CPA's . . . and only a handful of executives in the industry itself realized its devastating impact till months later.

Boardroom Reports scans that accounting publication, and over two dozen more in the same specialist area alone. Therefore it would have flashed you the decision itself . . . plus its consequences to profit and loss . . . and Wall Street's probable catastrophic reaction to it -- only days after the specialists themselves learned about it!

THINK ABOUT BEING PLUGGED IN TO

(continued)

How to hire people without making mistakes

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YOU'LL BE BRIEFED ON HUNDREDS OF SUCH

SPECIALIST MAGAZINES AND NEWSLETTERS!

In just such a way, the future of your business and your career is being decided by specialists operating behind tightly closed doors. They are the experts in each of the vital areas on which Boardroom Reports reports to you: accounting . . . advertising . . . banking . . . computers . . . construction . . . distribution . . . economics . . . finance . . . government . . . insurance . . . labor . . . law . . . management . . . marketing . . . personnel . . . production . . . sales and merchandising . . . taxes . . . transportation and well over a dozen more.

They make tomorrow today. They pass the new laws. Create the new sales ideas. Find the new tax loopholes. Break through old production hang-ups. Invent the new financing methods. Devise new ways around old costs. Create the new profit opportunities that only they see for that one golden moment.

And then they carefully report these new breakthroughs to their peers -- partly for prestige and money -- partly from professional ethics -- in specialist publications.

And Boardroom Reports scans these magazines like a giant computer. Actually reads over 3,000 different sources every month. But gives you the guts -- the super-quintessential thoughts -- the monumental breakthroughs -- the most important and potentially most profitable ideas.

HOW? By completely filtering out the cluttering detail and translating the jargon into "How-can-I-make-money-from-it-today" language. For example, six pages of pioneering complex technical reports are boiled ruthlessly down into just six lines of mind-expanding main thoughts. And then half a dozen new vital research reports are put into a single flash-read page, smaller than half a page of an ordinary business magazine.

And then, as an EXTRA BONUS

you get the top-level leaks, the life or death
glimpses into the future
that never reach the regular business press at all,
like these . . .

How to speed up an insurance claim when you're getting the runaround

Do you know, for example, that telephone company executives knew the turndown was coming, months before anyone else. The indicator was flashed loud and clear, to them alone. But what did they do with this information? Immediately called a telephone-conference of their top operating management and slashed costs, cut back growth plans, and more.

No public announcement was made. Nothing appeared in the regular business press. But several of the top business correspondents in that field knew the story, and would have released it -- if an Instant-Wire publication like Boardroom Reports had only existed then.

Leaks like this -- non-released signals -- happen every day in a dozen key centers. They concern such matters as: What Washington's really up to. What industry leaders are thinking, but not talking about. Where the smart money is going. Who's quietly expanding. Cutting back. Switching horses in midstream.

And Boardroom Reports is plugged into over three thousand such sensitive sources. And their previously silent indicators will be relayed to you in each issue in just a few electrifying lines: What is it! How do these experts interpret it! WHAT DOES IT MEAN TO YOU!

PLUS -- VALUABLE BONUS EXTRAS IN EACH ISSUE

AN OPPORTUNITY TO PICK THE BRAINS

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Every issue has at least three of these men in headline-form: defining . . . exposing . . . challenging . . . clarifying . . . predicting . . . even sticking out his neck. Meaningful insight that unifies in a single successful vision, with surrounding pages of future-shaping

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specialist decisions that the ordinary executive never even sees.

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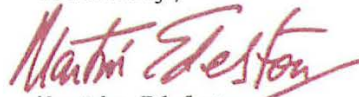
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Sincerely,



Martin Edelston
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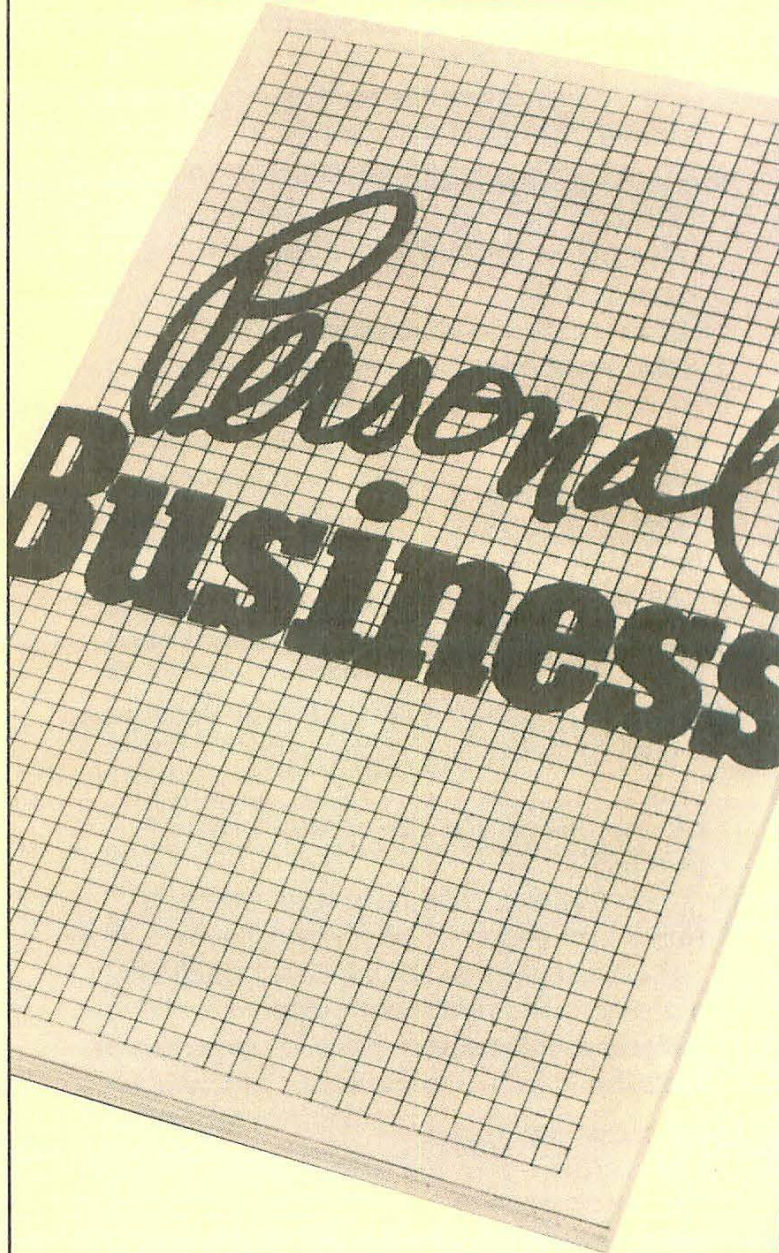
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- .Insurance policies that everybody buys but nobody needs.
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- . Are workers doing honest day's work in return for full day's pay? Easy way to measure performance.
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- . Five questions to ask before signing mortgage papers.
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- . How to read a condominium prospectus. Tipoff that floor plan is misleading and costs will escalate fast.

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Boardroom Reports helps you get ahead—and stay ahead—in these tricky times. It's your business "tool" . . . and your business think tank, too. Here's your opportunity to find out why the best-informed executives in America—a quarter-million strong—read it so carefully.

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San Francisco Chronicle

Packed with valuable ideas. . .

I just had to take a minute to let you folks know that of all the many publications I receive, *Boardroom Reports*, is the most packed with valuable ideas each and every issue.

Of the several dozen publications that I have received at various points in my career. . . YOURS is the absolute star. . .

Thank you for producing such a consistently valuable, concise report—and at such a reasonable cost. You can count on Central Point as a regular subscriber.

Susan Burmeister-Brown
Central Point Software Inc.
Portland, OR

High Marks. . .

Your publication has been one of the most thoroughly read periodicals that we receive in our office. From our Chairman of the Board, to our Accounts Receivable clerk, the newsletter has received high marks and positive comments. . ."

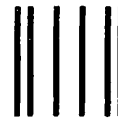
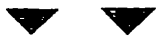
Frances Goodkin
La Jolla, CA

I read it cover to cover with a marking pen. . .

It might interest you to know how a person in my business uses *Boardroom Reports*. . . As each issue reaches me I read it cover to cover with a marking pen. In each issue there is usually something of particular interest to some member of the upper management or a client. The marked copy is then sent off to that person with a short "thought you might be interested in" note. . .

Robert C. Dunne
Executive Search
Kirtland, OH

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**"THE SIMPLEST WAY TO LOSE WEIGHT IS BY THIS EFFORTLESS
TWO-MINUTE EXERCISE."**

**"He regularized his bowel movement, lost 40 pounds, and was
filled with new energy."**

"She had lost five inches in her waist, hips and thigh area."

"He had already lost three notches on his belt."

"The work always makes the stomach area of the abdomen run



How Modern Chinese Medicine Helps Both Men and Women

BURN DISEASE OUT OF YOUR BODY

— *using nothing more than the palm of your hand!*

“How to treat high blood pressure, bursitis and arthritis—or even reverse them—simply by massaging the outside of the legs in a downward way.”

“Cures and prevents hemorrhoids, and problems of the prostate, such as enlargement and cancer.”

“Throw your glasses away, simply by rubbing around the eyes for a few minutes every day.”

“If one has strong sexual glands, one may never grow old.”

FREE SNEAK PREVIEW

How modern Chinese Medicine helps
both men and women

BURN DISEASE OUT OF YOUR BODY

...lying flat on your back, using nothing
more than the palm of your hand!

This may be the most startling health news you have ever read, dear friend —

And we are going to let you prove its merits to yourself,
without risking a single penny. It is that different. That
powerful. That provocative and controversial.

Let us explain:

**THE CHINESE DO NOT BELIEVE IN SURGERY OR MEDICINE FOR
MAJOR ILLNESSES. THEY PREVENT SUCH ILLNESSES INSTEAD—WITH A
SERIES OF MILD, ALMOST EFFORTLESS INTERNAL EXERCISES.**

If you do not have an open mind, please stop reading here. For this letter is about to introduce you to a new (although it is 4,000 years old), and different type of self-healing. Born in China over 40 Centuries ago, it is called Taoist medicine. And we will let the foremost practitioner of it in the Western world—Dr. Stephen T. Chang—give you a brief and startling introduction to these effortless exercises:

“Primary symptoms of old age are often experienced as coldness or numbness in the legs and feet due to the deterioration of the circulatory system at the extremities of the body, stiffness of the joints, and the lack of sexual energy. This exercise is designed to reverse these and other degenerative problems of the lower trunk, thus restoring youthfulness to the body.”

**AND HERE ARE MORE RESULTS DR. CHANG PROMISES YOU
—PERHAPS STARTING WITH YOUR VERY FIRST DAY . . .**

“Solar plexus exercise.” The exercise described in the headline of this letter, in which the Chinese help **BURN DISEASE OUT OF THEIR BODIES . . .** lying flat on their back, using nothing more than the palm of their hand. As Dr. Chang says, “Building up this fire will help to burn out every disease associated with this area of the body, including diarrhea, constipation, flatulence, diverticulitis, cancer, and other disorders.”

“ . . . with consistent practice, the muscles in the abdomen and body will tighten and become toned and strengthened. Excess fat, water and flesh will be eliminated, and the belly will shrink.”

“The heart exercise may be practiced morning, noon and night, depending upon the seriousness of the

YOURS TO KEEP FREE—“HOW TO RUB YOUR STOMACH AWAY” . . .
even if you return “The Complete System of Self-Healing” for every cent of your
purchase price back.

Read full details in enclosed brochure—

problem. If you have a weak heart, practice it once a day. If there are palpitations of the heart or angina, practice it at least twice a day. If you have had a heart attack, then this exercise needs to be performed at least three times a day. The exercise may also be practiced as preventative medicine to keep a strong heart healthy."

"... Many diseases of the ears, such as ringing and partial deafness, can be helped or cured by using this exercise."

"This way, invading germs do not have a good environment in which to settle and germinate... Then it is not easy to get diseases."

"...Clicking the teeth—as shown to you on page 132—will help tighten the joints of the body, and keep the teeth healthy."

SPECIAL FOR MEN: "...The in-flow of energy will help to heal any injury or disease you may have in your arms or shoulders!"

SPECIAL FOR WOMEN: "The pose increases the circulation to the toes, feet and legs as well as the organs throughout the abdomen... It works to cure... menstrual problems of the female system such as cramps and excessive bleeding. It is also an excellent exercise for pregnant women as it opens up the pelvis and assures an easy delivery."

"The exercise strengthens the muscles of the rectum and prevents and/or cures hemorrhoids."

BUT WHY, DR. CHANG ASKS,
DO SUCH EFFORTLESS INTERNAL EXERCISES
HAVE SUCH AMAZING EFFECTS UPON
YOUR BODY? HERE ARE HIS ANSWERS:

"Stress... breeds fear and disease. Presently, growing old conjures images of high blood pressure, arterial sclerosis, embolisms, cancers and diseases of all imaginative types. Until recently, Westerners have been given few alternatives for dealing with these stresses. We have allowed our bodies and minds to weaken with only cursory hopes of slowing down the aging process and deterring disease for a time. However, the main emphasis of the Internal Exercises, is on strengthening our bodies and minds... by performing these simple exercises on a daily basis, we can look forward to growing old with a sense of ease and excitement, knowing that we carry an aliveness which comes only from living a life free from the anxiety of future illnesses and the weakness due to present diseases."

"It was Western scientists who ingeniously verified the existence of electromagnetism providing thereby a means for the logical explanation for many of the previously unexplained phenomena resulting from acupuncture therapy... as well as the health-enhancing benefits obtained through the practice of the Internal Exercises."

"By learning the Internal Energizing Exercises we are thus able to gain control over the vast energy upon which all life depends. We can then use this energy to heal ourselves as well as others, and insure our continuing health and spiritual growth..."

"THE ANCIENT TAOIST UNDERSTOOD THAT...DISEASE
OCCURRED WHEN THERE WAS A STATE OF ENERGY
DEPLETION OR WEAKNESS."

In other words—

"Disease of the body can be eliminated by readjusting the energy imbalance that is the unseen cause..."

"... weakness is the first step toward disease. If we have no weakness, then it will be impossible to contract a serious illness..."

"...SELF-HEALING, WHICH IS THE NATURAL RESULT OF
DOING THESE EXERCISES ON A REGULAR BASIS, IS GUARANTEED."

ABOUT THE AUTHOR

Stephen Chang, M.D. (China), Ph.D. comes from a family which has practiced medicine for more than 400 years. Dr. Chang's great grandfather was personal physician to Empress Chih Shee and also the first Ambassador to the United Kingdom. Dr. Chang has a Ph.D. in philosophy, holds two law degrees and received his medical degree in China, from Yung Chi University Medical School, where he was trained in both Western and Chinese medicine.

Currently, he is on the faculty, or has consulted or conducted classes and lectures in Chinese medicine (which he has been practicing for more than 30 years) in such universities and organizations as: The University of California, at Berkeley... The University of Oslo, Norway... U.S. Public Health Service Hospital, San Francisco... The University of Oregon... College of San Mateo... Golden West College... Center for Chinese Medicine, Continuing Education... and many more.

In addition, Dr. Chang has given many workshops for registered nurses. When held in California, for example, each workshop provided Continuing Education Credit by: California State Board of Registered Nursing... American Medical Association Category II... and California State Board of Dental Examiners.



"The Internal Exercises are easily performed, require no strenuous activity, and do not require a great deal of time to perform."

"They are the very opposite of an external exercise. While external exercises... may produce an attractive outer figure, they often do so by depleting the energy of the internal organs, thereby causing not only any number of illnesses, but also premature aging."

"Internal Exercises encourage the circulatory system without speeding up the heart rate. All the exercises are done slowly, without effort. You see, the number of times our heart beats during our lifetime indicates the length of our life. We do not want the heart to wear out prematurely. The heart rate does not increase during the practice of these exercises and, yet, through their practice the heart rate actually slows down."

FOR EXAMPLE, LET US GIVE YOU THE SIMPLE INTERNAL EXERCISE THAT ENERGIZES THE HEART.

This exercise shows you immediately how incredibly simple, how incredibly easy, how incredibly comfortable these Internal Exercises are. When you receive Dr. Chang's book, to prove or disprove at our risk, turn immediately, without preliminary reading to page 140. There you will be shown the exact way to hold your body while energizing your heart. No movement—we repeat, no movement—is required. All you do instead is this:

Sit, or stand, in a comfortable position, with your hands simply extended in front of your chest at the level of your shoulders. Make sure that the fingertips of each hand almost touch—but keep about a quarter of an inch distance between them. Keep your eyes focused on the tops of your fingers. **THAT IS ALL THERE IS TO THE ENTIRE EXERCISE.** Nothing else, no further effort. Not even the simplest movement of the body is required.

Nothing more. Nothing more to do. Not a single strain on any part of your body. Your heart beat doesn't rise a single beat. And yet, what happens, is this—

"This exercise creates a flow of energy, which comes in through the fingers of the right hand, comes across the chest and into the heart, then passes through the left arm, hand and fingers. As the energy passes through the heart, **IT STRENGTHENS THE HEART TISSUES AND SURROUNDING BLOOD VESSELS.** If at first you are unable to perceive this energy flow, develop your patience and keep practicing the exercise. You will quickly begin to perceive a tingling sensation in the

fingertips. With practice, you will be able to feel the entire circle of energy as it passes through your arms, body and heart. Then you will know that you are building a stronger heart."

**BUT THERE IS FAR MORE.
FOR EXAMPLE—**

How to treat high blood pressure, bursitis and arthritis—and prevent them from degenerating further, or even reverse them—simply by massaging the outside of the legs in a downward way. How to check stomach sag, merely by concentrating on the heels of your feet. Brain cleansing—by breathing.

How to reach the state of inner vision, so that no one will be better equipped than you to diagnose your own state of physical health. In other words, helps you see all the signs before a disease begins to take hold in your body.

How to wash out the heart, with healing-air, so that it becomes strong and revitalized again.

**AND REMEMBER, YOU LEARN THE HEALING INTERNAL EXERCISES
LISTED ON THE BACK COVER OF THE ENVELOPE AS WELL...**

**AS DR. CHANG SAID, "IF ONE NEVER HAS A MILD ILLNESS, THEN A
SERIOUS DISEASE WILL NEVER DEVELOP."**

Many years ago, most medical men would have laughed at the Taoist medical invention of acupuncture. Now thousands of doctors all over America are using it for their own supplementary treatment. Will the same story now be repeated with these Internal Exercises?

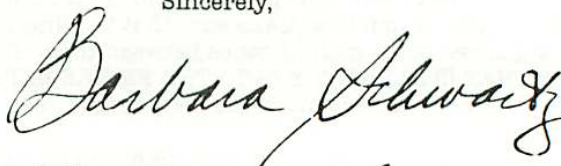
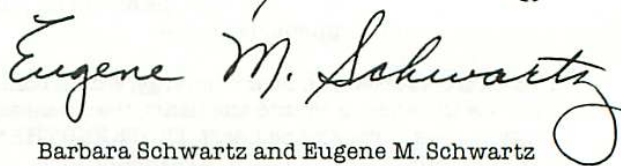
No one knows, but already they are being used by thousands of people to heal themselves, through this great new book by the leading practitioner of Taoist acupuncture and Taoist medicine in the United States—Dr. Stephen T. Chang.

We know that these exercises are so unusual, so different, so simple, so easy, and so remarkable in their promised results, that we cannot expect you to take our word for them in advance. Therefore, we ask you to prove them, or disprove them, entirely at our risk.

Here's all you do. Send in the no risk order blank today. Try these Internal Exercises, on your own body, in the privacy of your own home, for as long as you wish, entirely at our risk. If they do not do everything that Dr. Chang says, if you are not delighted beyond belief, simply return that book at any time, and every cent of your purchase price will be refunded immediately, without quibble or question.

What could be fairer? Are you tired enough of the failure of conventional techniques, conventional medicines, to help your particular ill or ailment? If so, why not try these Internal Exercises—without risking a penny, today?

Sincerely,

Barbara Schwartz and Eugene M. Schwartz
for Instant Improvement

FREE... HOW TO RUB YOUR STOMACH AWAY

YOURS TO KEEP FREE, EVEN IF YOU RETURN
"THE COMPLETE SYSTEM OF SELF-HEALING" FOR
EVERY CENT OF YOUR PURCHASE PRICE BACK.

"This weight loss method does not come from Western medicine. No, its source is 6,000 years of study of the natural principles of healing. It is only now that this ancient wisdom of the body is becoming available to you in the West."

"THE SIMPLEST AND MOST NATURAL WAY TO LOSE WEIGHT IS BY THIS EFFORTLESS TWO-MINUTE EXERCISE."

"There are two principal components to this exercise. The first part begins by lying flat on your back. Relax. Put the palm of your hand on your navel. Then simply rub — nothing more — in exactly the way I am going to show you. (See Page 8 of Dr. Chang's Confidential Report.)"

"What is really taking place while you are rubbing your stomach away is this. When the hand is gently passed over the body this way, energy invisible to the naked eye passes from that hand through the skin. So . . . you are actually 'brushing with energy' the cells and tissues, throughout the stomach area. Your own bodily electricity, like a fine and gentle brush, shoots out into the skin and underlying tissue."

"In the first part of the exercise, then, fatty accumulations and deposits are disturbed from their resting places and eventually broken up. They are then passed into the eliminatory system and out of the body."

"BY SUCH APPARENTLY SIMPLE MEANS THE SUPERFLUOUS AREAS OF THE STOMACH ARE RUBBED AWAY."

"Losing weight is largely a matter of increasing the efficiency of the digestive organs. Have you ever tried cutting down on your food intake, or changed your diet overall, and still found yourself unable to lose weight? This is because your digestive and eliminatory processes are not what they should be."

"Well, this exercise is a kind of gentle and natural colonic irrigation . . . excess fat is being burned off. Fatty tissues around the stomach and intes-

tines are metabolized and then discarded."

"The usefulness of the exercise has nothing to do with rubbing the skin with great pressure. The movements of your hand are simply a mechanism to pass your own bodily energy, which is an electrical force in itself, back into your lower extremities. The key is that energy. Let it do its own healing work."

"YOU NEEDN'T FEEL YOU MUST DO IT FOR MORE THAN TWO MINUTES AT A TIME FOR IT TO BE EFFECTIVE."

"The exercise should be performed twice a day (or more if you like) on your back."

"If you persist, you will reap other benefits as well. It will improve the condition of your heart, because you will have reduced its burden. The blood vessels will be gradually strengthened . . . You will improve your digestion. You may very well notice an upswing in your level of vitality."

AND, ONCE AGAIN — "THE SUPERFLUOUS AREAS OF YOUR STOMACH AND ABDOMEN ARE LITERALLY RUBBED AWAY."

Dr. Chang's confidential report, "How to Rub Your Stomach Away", can be obtained nowhere else but through this advertisement.

And it is your ABSOLUTELY FREE . . . even if you return "Internal Exercises" for your purchase price back.

VITAL NOTE: The guaranteed promises on this page are so startling, so unexpected to those who are not familiar with Eastern medicine, that it is imperative that you read Dr. Chang's credentials. These are given to you, in a brief outline, on page 3 of the accompanying letter.

Sound impossible? Then let us quote directly from Dr. Stephen Chang —

"What is going to be discussed here is a disarmingly simple method to lose weight and inches. This same method also promotes proper digestion, sound sleep and a healthy heart."

READ DR. CHANG'S THRILLING CASE HISTORIES!

One day, I was lecturing on a college campus in upstate New York. The dean of studies, who was very overweight, looked much older than her years, and was in poor physical health generally. I suggested the exercise, demonstrating it for her. In just a few weeks she had lost five inches in her waist, hips, and thigh areas, and her color had come back to "normal." She became a younger, more vibrant woman.

John a bank president, was overweight, sluggish, constipated. And, at age 55, he was almost ready to give up. His secretary urged him to try the simple stomach rubbing exercise. By applying the exercise faithfully, he regularized his bowel movement, lost 40 pounds, and was filled with a new energy.

An extremely overweight young woman of 29 came up to me to say that she feared she'd never shed her excess inches. She was wearing a size 18 dress and that was tight on her. Within two weeks she noticed how loose her size 18 dress was becoming. So she did the exercise daily no matter where she happened to be, and today she is down to a size 11. When I first met her, she appeared to be in her 40's — and today she can easily pass for her very early 20's.

Mrs. Rosario ran a successful Italian restaurant in Chicago, and she nibbled at everything. Her husband was dead, and she was convinced that she'd never attract the attention of any suitors at her age (she was 47) and with her weight (5'4", 175 pounds). Today she is happily remarried, and she keeps her stomach flat and her hips trim by doing this simple exercise every day.

Although I wouldn't recommend that a person continue to eat and drink excessively, let me give you an example of a man who did just that and still managed to lose inches. Paul C. attended one of my lectures. He was nothing short of obese, and he was still gaining weight. He told me that eating was his chief pleasure in life and he didn't see that he would be willing to give it up. "But is there a way for me to lose this stomach?" he asked me, pointing to his distended belly. Mr. C. was obviously a "hard case," but I recommended that he do the exercise. I got a call from him a month later, and he told me gleefully that he had already lost three notches on his belt! He continued to lose weight until he had stabilized into a normal range, but he still shows his friends his old belt.

See Amazing Second Free Premium on Back 

SECOND FREE BONUS-- Also yours to keep even if you return 'The Complete System of Self-Healing'.

FLUSHES FAT RIGHT OUT OF YOUR ARTERIES

"Oat bran is just the bare beginning," says Dr. William Lee. "Many natural foods and supplements—rather than prescription drugs—can drastically lower your cholesterol for pennies."

For example . . . Capable of binding to cholesterol in your digestive system so it passes right through your body — page 12.

"Taking them with a meal decreased cholesterol absorption by as much as 64%" — page 16.

"May not only improve your body's ability to burn fat, but also wash away deadly plaques in your arteries." — page 17.

"Patients were given (the all-natural cholesterol-flusher on page 19) for four weeks. Even in that short a time, the level of cholesterol fell 43 percent."

"May actually help reverse atherosclerosis" — page 13.

"You may be able to eat eggs without worrying about their effect upon your heart" — page 5.

"This inexpensive vitamin can reduce the risk of heart disease far better than diet alone, or than any of five commonly prescribed drugs" — page 20.

"Experienced dramatic shrinkage of fat deposits all over their bodies" — page 14.

Want to gorge yourself on French fries cooked in fat that has no calories? Satisfy your craving for that greasy taste without raising your cholesterol level? Then see page 7 at once.

"Skyrockets the rate your body breaks down and pours out the cholesterol" — page 17.

"Despite the fact that they were eating a high-cholesterol diet, those who drank (see page 6) had cholesterol levels within the normal range."

"Not only lowers cholesterol, but controls ugly fat" — page 19.

"Burns fat from within . . . Transfers fatty acids to the cell's engine, and uses them as an energy source . . . The rate of fat burned thus rises to as much as 60 percent" — page 15.

"Cholesterol build-up in the arteries simply plunged" — page 23.

Just a few of the Scientific and Medical Journals that Dr. Lee used as sources for this breakthrough report.

New England Journal of Medicine
Journal of Nutrition Science and
Vitaminology
American Journal of Clinical Nutrition
Journal of the American Medical
Association
International Journal of Cardiology
The Canadian Journal of Biochemistry
British Journal of Experimental
Pathology
Harvard Medical School Health Letter

IN THE TREATMENT GROUP, CHOLESTEROL PLUNGED 59 POINTS.

As the New York Times reported, the subjects of this study had all been told, on the basis of an angiogram, that they had severe heart disease. Fifty patients were randomly divided into two groups. One group received traditional care including advice on lowering their cholesterol levels and blood pressure as well as advice on quitting smoking.

The second were put on . . . (see page 1 of this Free premium). In this treatment group, cholesterol averaged 213. A year later it averaged 154.

This second group had a measurable widening of arteries. The greatest improvement came in the arteries that had been the most clogged!

" . . . binds to cholesterol and removes it from the body along with the waste material. It simply picks up the cholesterol and safely moves it out of the body." (See page 19.)

"May be more effective than some of the conventional drug treatments"
— page 19.

From the Journal of the American Medical Association: the all-natural cholesterol detergent that gives the same results as the prescription drug, *cholestyramine*, but that costs only 17% as much. (See page 2.)

"Speeds killer foods through your body . . . allowing it less time to absorb fats and

sugars" — page 19.

"From Dr. Robert Downs: 'If you have a circulatory problem and want to help yourself, the last two used together are almost miraculous!'" (See page 24.)

"Showed 30 to 40 percent lower cholesterol deposits" — page 23.

"Has the positive ability to break down fat . . . any type of fat that needs to be emulsified, such as gallstones or fat deposits in the liver or gall bladder" — page 25.

"Makes you eat far less because of the balloon feeling in your stomach" — page 20.

"Should be the first substance to be used when diet fails to adequately reduce LDL cholesterol levels" — page 11.

"In the absence of (the all-natural cholesterol flusher on page 15), many fats cannot be burned — and therefore they build up within the cell."

"Reduces post-heart attack risk" — page 13.

"Used to counteract poisons when people have accidentally swallowed them" — page 19.

"Helps trigger the enzyme that breaks down cholesterol. This reduces the risk of fatty deposits sticking to the walls of your arteries and cutting off the flow of blood." (See page 23.)

And much, much more.

ABOUT DR. LEE

Doctor William H. Lee, R.Ph., Ph.D., is a master herbalist, a registered pharmacist, and has his doctorate in nutrition. He has written numerous books and articles for the professional health field, as well as for the general public. For example, he is the author of "The Question And Answer Book of Vitamins", . . . "Pre-Menstrual Syndrome", and many more. His monthly column appears in *American Druggist Magazine*.

This and 'How to Rub Your Stomach Away' are both yours free if you act within 10 days.

FOR WOMEN • FOR MEN • FOR BOTH MEN AND WOMEN

"This outward circular rubbing motion of the hands (shown on page 79 of the book described inside) is called **DISPERSION**, and helps to prevent lumps and cancer of the breasts. One may reverse the motion of the hands... This is called **STIMULATION** and its effect is to enlarge the breasts."

"This pose strengthens and tones the thighs, calves and

ankles. It makes the abdominal muscles strong and increases the circulation in the legs and body, as well as strengthening the back and the nerves in the body. It also stimulates the meridians of the bladder, gallbladder and stomach. These meridians lie along the legs, and so it helps to reduce water retention and excessive weight and lowers the blood pressure."

"Thus one secret of maintaining youth into one's old age is to exercise glands and keep them strong."

"... and it is said that if one has strong sexual glands, one may never grow old."

"This exercise cures and prevents hemorrhoids and cures problems of the prostate, such as weakness, enlargement and cancer (all by using a simple sitting exercise that doesn't cause you even to take one extra breath)."

How to eventually throw your glasses away, and never need to see an eye doctor again, simply by rubbing around your eyes for a few minutes each day.

How to keep your lungs strong, acquire fewer colds, allergies, and sinus conditions, simply by stimulating

certain points about your nose.

How to use natural healing water as a form of medicine, so powerful that it may be used to treat cuts and other infections. And so powerful, indeed, that, when properly used, it helps prevent tooth decay.

And dozens more... Read the full details inside. Prove them all yourself, in the privacy of your own home, entirely at our risk.



Stephen Chang, M.D. (China), Ph.D.

DOUBLE GUARANTEE

KEEP THIS
FOR YOUR RECORDS!

You are fully protected by this 100% No-Risk Double Guarantee:

1 — If you don't like this amazing new book when it arrives, return it for a full refund — no questions asked.

2 — Or, keep and use it FOR AS LONG AS YOU WISH. You are still protected. You MUST get all we've promised — or send it back AT ANY TIME. You still get every penny of your purchase price back.

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OF SELF-HEALING..... \$29.98**

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MAIL NO-RISK COUPON TODAY!

Please rush me a copy of **THE COMPLETE SYSTEM OF SELF-HEALING**, by Dr. Stephen T. Chang! I enclose \$29.98 plus \$2.00 for postage and handling. In addition, I understand that I may examine this revolutionary new book for **AS LONG AS I WISH**, since I am fully protected by your 100% No-Risk Double Guarantee shown at left.

Also rush me my free gift copy of **HOW TO RUB YOUR STOMACH AWAY**. I understand that it is mine to keep, even if I return the main book for every cent of my purchase price back.

Also send me, for responding promptly: **FLUSHES FAT RIGHT OUT OF YOUR ARTERIES** as a second free premium.

Send check or money order (U.S. currency only) payable to **Instant Improvement, Inc.** New York residents, please add appropriate tax.

See other side 

My check is enclosed

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Mastercard

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Credit Card No. _____

Exp. _____

Signature _____

READ BELOW why this Hard-Hitting Volume has racked up the incredible sales figure of:
215,000 COPIES SOLD IN AMERICA ALONE!

- Certainly one of the best-selling books on education in the world today!
- ENGLISH edition now selling close to 2,000 copies a week!
- GERMAN edition sold out almost overnight!
- AUSTRALIA reports "can't keep book on shelves", despite price \$2 higher than in U.S.A.!

- Why such run-away sales? BECAUSE IT WORKS! Works so well that educators around the world recommend it to their own students, family, friends.
- And now it's available to YOU, to skyrocket YOUR LEARNING POWER overnight! Read the thrilling details below. Try it at our risk!

*Sales figures include school version

Don't Pay A Penny For This Book Till It DOUBLES Your Power To Learn!

This article is going to shock the life out of you—because it flatly says "bunk" to every idea you have ever had about how "difficult" it is to learn! This article says that if you could only liberate the exact same talent and intelligence and ability that you have tied up inside you today—then you could: . . . read anything you wish, twice as fast as you can read today . . . absorb facts like a sponge, and repeat them almost word for word years later . . . flash through math, business, financial problems that have you stopped cold today . . . hold people spellbound with the power of your speech and your written word . . . out-think others when you have to tower over them in judgment, outshine them completely in imagination.

And do it all—not by struggling through dreary textbooks . . . not by memorizing useless theories . . . but simply putting your LOCKED-UP LEARNING POWERS to work—entirely at my risk, without your paying a single penny till you prove every word of it yourself!

Here's how!

READ THESE THRILLING TESTIMONIALS:

From the Head of the Psychology Department of One of America's Leading Business Schools in Boston, Mass.

"I feel that the strongest part of the book, although perhaps the least stressed, is Chapter 12—the art of intelligent listening. We have repeatedly emphasized the need of 'active listening' in our program, but have not been able to employ as clear-cut rules as those presented by Mr. Schwartz. Personally, I am quite anxious to expose some students to these sixteen steps, since I feel that together with the other parts of the program, grades in lecture courses should improve. The reading and mathematical areas of our remedial setup are handled by specially trained people. I have shared the book with as many as are available this summer, and, thus far, they have agreed with me on the value of the book. From our discussions has come a recommendation to the Library Committee that several copies be purchased to supplement the materials used in the specific remedial and study improvement courses."

Mr. N. S. J.

From Three Men and Women Exactly Like You

"I could not resist writing to tell you how much pleasure and satisfaction I have derived from your book, 'How To Double Your Power To Learn.' This book is a masterpiece of ingenuity. Prior to obtaining your book, I had been making an exhaustive study of the dictionary in order to learn the meanings of words and increase my vocabulary. Your easy, effective method of recognizing and learning new words eliminated my constant reference to the dictionary. I never dreamed learning could be so simple! Your book is well worth the price and MORE!

Many, many thanks for the tremendous satisfaction you've given me through your extraordinary methods of teaching me the easy way to self-improvement."

Sincerely yours, Mrs. S. S.

"I've never seen so much common sense packed into one volume. Have mailed my first copy to my daughter just entering college and so need another for myself."

Thank you again, Mrs. G. R.

"God has given you a great gift . . . your book HOW TO DOUBLE YOUR POWER TO LEARN is not only a good book, it could have been written only by a 'genius'."

It contains everything, plus creative power! Starting my studies in University, this book is even before the dictionary."

Mrs. J. B.

From a Member of the Board of Education of the Largest City in the World

"I am an educator of thirty (30) years standing. I recently purchased a copy of your book. I found it an excellent book with many fine suggestions for improving learning. In fact, I thought so highly of the book I gave my copy to a friend as a gift, and it was very gratefully received."

May I order another copy of your book to keep as a permanent reference on my desk."

Yours truly, M. C.

LEARNING ACTION NO. 1

Lets you skim through a book in thirty minutes! Dazzle others with your insights into it that very same night!

This action is literally a brand-new way to read the printed page! Yet it requires nothing more than an ordinary pencil!

Once you are shown it, you will never read a book from cover to cover again! Instead, you will flash right through it—automatically skipping the boring details—automatically scooping up the main ideas as fast as your eyes can travel down the page! You'll absorb the key ideas of most books in thirty minutes! Burn a magazine article into your memory in five minutes! Master the heart of a business report in three minutes!

And you'll file these facts away in your mind in perfect, step-by-step order—automatically—so you can pull them right out again at an instant's notice! So you can back up every point you make in conversation with degree of overwhelming fact . . . file every one of your statements with authority and conviction . . . win other people to your views so completely that no one else could ever lure them away! And this is just the beginning!

LEARNING ACTION NO. 2

Gives you a "Tape-Recorder Memory" for the spoken word! Lets you hear hidden secrets in people's conversation that they don't even know they're revealing!

This second action requires you to ask yourself four simple questions every time someone begins to talk to you!

These questions rivet your attention on that other person's words . . . keeps your mind from wandering . . . lets you store up his thoughts as though they were engraved in your memory!

They automatically allow you to amaze your friends by quoting—almost word by word—from conversations you had with them months before! They allow you to win new friends by remembering details ordinary people completely forget! Impress your superiors by repeating back to them their most casual orders, step by step!

And, at exactly the same time, they enable you to "read between the lines" of whatever that other person says! Give you such incredible concentration when you want it, that you almost penetrate into that other person's mind! Discover facts he's trying to hide! Get his goals he's trying to conceal! Exaggerations he's trying to make you believe!

You'll be amazed at how clearly these questions open up other people's thoughts to you! And they're still just the beginning!

LEARNING ACTION NO. 3

Builds you a power-packed vocabulary! Gives you the words you need—overnight—to load your thoughts with verbal dynamite!

This action involves you in one of the most fascinating games you have ever seen!

This game takes two minutes a day! You can practice it anywhere—while dressing in the morning . . . driving your car . . . dining with your friends or family!

And every time you try it—you automatically learn new words! Emotion-packed words, that make people stop and listen to you! Color-packed words, that make your ideas and stories crackle with excitement! Power-packed words, that make people see and feel exactly what these words tell them to do!

Think of it! The next time you pick up a book, you'll automatically understand hundreds of new words, without even looking at a dictionary. The next time you start to speak in a business discussion, or a private conversation or a club meeting—every eye in the room will be focused on you in startled admiration! And this is still just the beginning!

LEARNING ACTION NO. 4

Doubles your problems-solving ability. Makes math problems . . . business problems . . . financial problems HALF-SOLVE THEMSELVES before you even touch them!

This action is an ingenious little trick used by every professional math tutor in the country! You use it before you start to work on a problem! It takes seconds to apply! It requires absolutely no math background!

And it works miracles! It turns you into a mathematical wizard! It shows you the answers to dozens of problems before you can even pick up your pencil! It gives you a "feel for figures" that will leave your friends gasping at work. It lets you "talk the language of business"—statistics, balance sheets, profit and loss—that completely mystifies most people!

It gives you incredible new powers of making and handling money! Predicting the stock market . . . running a business . . . setting up a budget . . . making one dollar do the work of a hundred—all these skills are yours, once you learn the secret of making figures work for you all the snap of your fingers!

And it's still just the beginning! Wait till you read this—

LEARNING ACTIONS NOS. 5, 6 & 7

Lets you burn facts, figures, whole books into your memory! Write simple, clear, compelling English—almost as fast as you can move your hand—without a single mistake in spelling! Write right through the dozens of "make-or-break" tests—license tests . . . promotion tests . . . pay-raise tests—that are your gateway to the big money!

This is the pay-off! Now you start turning your knowledge into the kind of life you've always dreamed of!

For example, would you like to make thousands of bonus dollars with your pen! Write business reports and memos—that hit you head and shoulders above the crowd! Or write the story or novel you've always wanted to put on paper! Or dash off sales letters that set new records! Or open up a part-time mail order business from your home that has the orders pouring in!

Then try this one prime secret of all professional writers—How to make your thoughts organize themselves, so you can copy them right down on the paper! And see for yourself how easy it is to write Powerhouse English—to open up a whole new world of accomplishment with one simple action!

Or—and this is the most important breakthrough of all—would you really like to earn that extra diploma you have always dreamed of!

Would you like that blue-clip promotion that has always seemed just two or three steps out of reach! Would you like a title after your name . . . a license on your wall . . . the respect and admiration that tested knowledge—proven knowledge brings in its wake, every single time!

Then prepare for one of the most thrilling evenings of your life! When you put this "Test-Solver" Action to work! When you're shown a simple five-minute ritual—before you take a test that breaks that test wide open! That drains fear and nervousness out of your body like magic! That puts every fact you've learned right at the tips of your fingers ready to go to work for you at an instant's notice—ready to give you advancement scores so high that you move ahead faster than you have ever dreamed!

SEND NO MONEY!

PROVE IT AT OUR RISK!

Let me be perfectly frank! These seven simple actions are literally the difference between being first in line for life's treasures—or being satisfied with other men's savings!

As far as we know, they have never been collected between the covers of a single book before! Now, at this special time, we have decided to DOUBLE YOUR POWER TO LEARN, by Eugene M. Schwartz!

The cost of this one-volume encyclopedia of learning-materials is only \$5.98—far less than other books that do not do its job nearly as well.

But even more important is its unconditional guarantee! This book must deliver every single promise we have made—I must show you beyond doubt that ACTION and not theory is the key to literally DOUBLING your earning power—or simply return it for every cent of your purchase price back!

You have nothing to lose! A whole new world of accomplishment to gain! Send in the No-Risk Coupon below—TODAY!



EUGENE M. SCHWARTZ

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in deuto-learning the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not take all these incredibly powerful learning breakthroughs—and pack them into one great book—that can be used by any man or woman to show overnight results in their learning power—and earning power—so startling that they may literally take their breath away!

This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says, "I couldn't rest until I did it myself!"

EXECUTIVE RESEARCH INSTITUTE, INC.

119 Fifth Avenue, New York, N.Y. 10003

SEND NO MONEY! PROVE IT AT OUR RISK!

EXECUTIVE RESEARCH INSTITUTE, INC. DEPT. NYB-4
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Please rush me the brand-new edition of "HOW TO DOUBLE YOUR POWER TO LEARN." I understand this book is mine for only \$5.98 complete!

In addition, I understand that I may examine this book for 30 full days, entirely at my risk. If, at the end of that time, I am satisfied, I will remit only \$5.98 plus shipping and handling charges. If not, I will simply return the book to you and owe nothing.

Name _____
 (Please print)
 Address _____
 City _____
 State _____ Zip _____

FREE GIFT PLUS EXTRA SAVING! Enclose only \$5.98 now, and not only save all postage and handling charges, but also receive, FREE, THE COLUMBIA-VIKING DESK ENCYCLOPEDIA. Literally a one-volume library, with over 2,000 pages and 31,000 articles, it's yours FREE, even if you return "HOW TO DOUBLE YOUR POWER TO LEARN" for every cent of your money back.

© Executive Research Institute Inc. 1968

DON'T PAY A PENNY TILL THIS COURSE TURNS YOUR MIND INTO A MENTAL MAGNET

That automatically draws friends, power, love, money
far beyond your fondest dreams into your life OVERNIGHT!

Yes! Here is your chance to literally MAGNETIZE the SCATTERED, DISORGANIZED POWERS OF YOUR MIND—OVERNIGHT! To focus... at a single command—your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, TO GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS—OVERNIGHT!

And do it simply, as logically, as inevitably as this:

PROVEN BEFORE MILLIONS! IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can develop such dazzling PERSONAL MAGNETISM overnight that you can attract a man or woman to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them...

...that you can develop such invincible WILL POWER that you can simply crush anyone that dares oppose you, as though you were brushing a fly off your forehead... that you can unleash such overwhelming PERSONAL DRIVE AND ENERGY—POWERS OF REASONING AND ANALYSIS—KEEN FINANCIAL JUDGMENT that the men and women in charge of money-making opportunities will actually SEEK YOU OUT to participate in their profits!

I realize that these promises appear incredible to you at first glance—UNTIL YOU UNDERSTAND THESE FACTS: The creator of this entirely-new, entirely different method of Overnight Personal Power is Harry Lorayne—America's internationally-famous "Master of Mental Magic!"

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or such programs, or Merv Griffin television shows! Where—by

transforming his mind instantly into an incredibly-powerful "Memory Magnet"—Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!
Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as \$3,000 a week by over one hundred of the country's leading blue-chip corporations—TO SKY ROCKET THE POWER OF THEIR TOP EXECUTIVES' INTELLECT, WILL POWER, PERSONALITY—OVERNIGHT!

TREMENDOUS PERSONAL POWERS LIE SCATTERED—USELESS—WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE MENTAL MAGNETIZERS THAT FOCUS AND UNLEASH THOSE POWERS—WITH ALL THE FORCE OF AN EXPLODING VOLCANO!

How does he do it? How does this dedicated, almost-hypnotic human being perform lazy, unfocused, easily-fatigued minds into throbbing dynamos of personal power?

The answer is simple: He subjects them to a series of fascinating Mental Exercises—which he calls MENTAL MAGNETIZERS! Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—that I must warn you that you may not be able to sleep that first night for the flood of excitement that wells up inside you!

Yes, the sheer excitement of realizing that OVERNIGHT your mind is operating with the speed and power and precision of a giant computer...

...that OVERNIGHT you have developed the priceless gift of taking command of others—and making them love every moment of it.

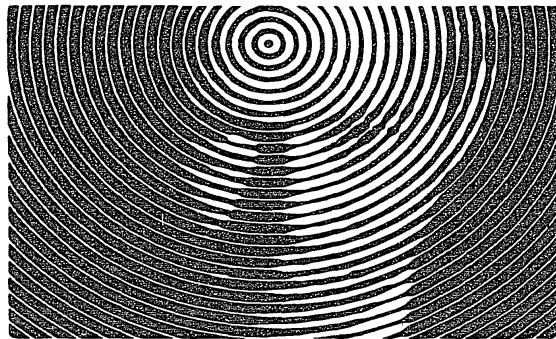
...that OVERNIGHT you have shattered habits, weaknesses and limitations that had crippled you for years—and replaced them with an irresistible drive and determination that makes enemies flee from your path like ants beneath your feet!

All in a single evening apiece! ALL without you risking a penny! ALL ACCOMPLISHED FOR YOU simply by glancing through each of these Mental-Magnetizer Exercises in turn! And letting their strength ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY—LIKE THIS:

THE FIRST EVENING—YOU TURN YOUR BRAIN INTO A GIANT MEMORY MAGNET!

We make only one demand on you: That you start with the most vital function of your mind first—your memory—and then use the incredible new memory power that you are going to develop—overnight—as a base to take INTELLECTUAL COMMAND of situations and people that would have been uncontrollable for you only a few short days before!

For example—The very first evening alone, you automatically begin removing HIDDEN MEMORY BLOCKS that have crippled your mind for years! Once they are gone, you find your mind operating AT ITS FULL MENTAL POWER for the first time in your life! You find names, faces, facts, figures STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET! You find yourself capable of performing breath-taking feats of memory, OVERNIGHT, like these:
You walk into a room filled with 15 or



20 new people... meet them all... and then, when you say goodnight to them, call every one of them by name, and tell them to send your regards to their wife and children—again calling the wives and children by THEIR correct names!

You can astound your boss at work by feeding back to him like a computer step-by-step decisions that he told you as much as six months or a full year before—and repeating them back to him, almost WORD BY WORD!

You can enter a discussion at a party or your club, and automatically open the floodgates of your memory as though everything you had ever heard or read was stored in a huge "filing cabinet" in the back of your brain! All this material is instantly available to you to overwhelm an opponent with facts... to quote from sources most people have never even heard of... to irresistibly press home your point and win dozens of new admirers and friends!

And this is just the beginning! Just the start of the new social, personal, financial power these amazing MENTAL MAGNETIZERS give you!

NOW YOU CAN GO ON TO MELT AWAY SOCIAL INHIBITIONS! TO ATTRACT NEW FRIENDS, NEW RESPECT, NEW LOVE LIKE A GIANT MAGNET!

Now you are shown the automatic secrets—always buried within you, but unavailable to your control before—of instant relaxation... lowering self-confidence... personal magnetism... the kind of spontaneous charm that melts even icebergs... the priceless ability to instill respect and trust and even love for yourself in others—and use these emotions to gain the triumphant success and armies of friends that you might not even have DARED to dream possible before!

Think what it will mean to you to suddenly—overnight—develop the ability to DEMAND WHAT YOU WANT from other people AND HAVE THEM GIVE IT TO YOU WILLINGLY! To get higher pay than any other person in your office for the same job... to make unfriendly neighbors, co-workers, club members suddenly long for your approval... to rekindle your mate's interest in you even if she or he hasn't looked at you in years... to gain the active support and patronage of the wealthiest and most influential men in your community—and skyrocket your career and your financial security OVERNIGHT!

Make no mistake about it—these secrets WORK! Harry Lorayne has used them to flash from an obscure, poverty-stricken childhood to an income today of as much as \$3,000 for a single week's work—and

you have dozens of devoted supporters, helping to make you rich!

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money! How to make financial and business problems HALF-SOLVE THEMSELVES BEFORE YOU EVEN TOUCH THEM—so you build a million-dollar reputation as the man who can do "the impossible"! How to build razor-sharp executive judgment, and the kind of TAKE-COMMAND DECISION-MAKING POWERS that make others instinctively turn to YOU for direction, for leadership, for absolute final command!

DESIGNED TO SELL FOR \$50—NOW YOURS FOR A SMALL FRACTION OF THAT PRICE!

The Harry Lorayne MENTAL MAGNETISM COURSE was originally designed as a monthly correspondence program—consisting of twelve separate sections. It was designed to sell for \$4 for each Section, or \$48 plus postage for the entire program.

Since this Mental Magnetism Course is completely unique... and since it allows you to accomplish feats of Mental Power that no other course or book has ever even attempted before... we believe it would be an exceptional bargain at this \$48 price.

However, since this original price would have many people who desperately need this information, we have convinced Mr. Lorayne to remove the correspondence feature from the course... to take all twelve sections, and put them together in one handsome loose-leaf binder... and release the course now for the original \$48, but for only \$9.98 complete.

But we do NOT ask you to pay this amount until you have proven its incredible results for yourself! What we suggest instead, is this:

SEND NO MONEY NOW!

Just mail in the enclosed FREE TRIAL coupon today! This wonder-working course will immediately be sent to you without cost, obligation or pre-payment of any kind.

Try it for ten full days, entirely at our risk. At the end of that time, if (as we believe) you are completely delighted, then send us the low cost of only \$9.98.

If, on the other hand, you are disappointed in this course in any way—if it does not live up to every one of the claims we have made for it on this page—then simply return it to us, and owe nothing!

Thus you have nothing to lose. But you have incredible mental and personal magnetism—magnetism so powerful it may be hard for you to conceive of it today—to gain. Why not send in the No-Risk Coupon—TODAY.

MAIL NO-RISK COUPON TODAY

INFORMATION, INCORPORATED, Dept. NY-10
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me Harry Lorayne's incredible new MENTAL MAGNETISM COURSE—not for the original \$48—but for only \$9.98 complete. I am enclosing no money at this time.

I understand that I may prove every claim you have made before I pay a penny. I will use the course at your risk for 10 days. If I am completely satisfied at the end of that time, I will send you \$9.98, the cost of the course, plus postage and handling charges. Or, if I am dissatisfied in any way, I will simply return the course to you, and owe nothing!

Name _____
Address _____ (Please Print)
City _____
State _____ Zip _____

CHECK HERE if you want your FREE COPY OF "SELF HYPNOTISM" This best-seller is yours FREE if you enclose the full \$9.98 at this time. Yours to keep FREE even if you return the Mental Magnetism Course for money back.

Information, Incorporated 1969

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How to Give Your Child the Top Grades in School He Deserves!

Yes, here is your chance to make such a difference in your child's performance in school that the teacher may actually call you up to see what happened.

And you can do it in a surprisingly small amount of your time every day. Here's how:

By EUGENE M. SCHWARTZ, President
Executive Research Institute, Inc.

Let me explain. I believe it makes no difference whether your child is six years old or sixteen—boy or girl—in grade school, high school or college. It makes no difference—now difficult it is for him to concentrate . . . how poor his memory may be . . . how much a prisoner he is of crippling mental habits . . . how frightened he may be of mathematics, or grammar, or social studies, or even the most difficult science course.

I believe that your child's mind is working today at only HALF its true power—simply because he has never been taught the correct way to make his subjects half-teach themselves.

Simply because he has never been shown the newly-developed techniques of Speed-Reading, that are taught in universities all over America today, and that have him skimming through his printed work as much as twice as fast as he reads today, with far better understanding of every word he reads.

Simply because he doesn't know the right way to rephrase the problems he is given in mathematics, so clearly and logically that these problems virtually half-solve themselves, before he even begins to work on them.

Simply because he doesn't know the right way to prepare for his tests—so thoroughly that he may actually be able to anticipate up to 85% of the questions that his teacher will ask him on that test—possibly right down to the very phrasing that the teacher may use on those questions.

POWER-STUDYING CAN BE LEARNED. YOU CAN TEACH IT TO YOUR CHILD YOURSELF, IN FAR LESS TIME THAN YOU EVER BELIEVED POSSIBLE.

Yes, Speed-Reading can be learned. Complicated problem-solving . . . memorizing facts, figures, even whole lessons . . . taking the sting out of tests—all can be learned. The top grades—the brilliant performance in school that your child deserves, can be taught to him; he doesn't have to be born a genius to achieve them.

You, yourself, can coax these top grades out of your child. You can do it by showing him the right study techniques. Study techniques developed by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America.

Study techniques that you and your child probably never dreamed existed. Study techniques so effective that I'm willing to prove them to you in your own home, without your risking a penny.

Here's how:
THE FIRST WEEK AFTER YOU USE THIS BOOK WITH YOUR CHILD, YOU MAY MARVEL AT HIS IMPROVEMENT.

All I ask from you is this. Let me send you, at my risk, what I believe is one of the most fascinating books you have ever read. As this book arrives, set aside a few minutes each day from the following weekend. Glance through its pages. Get ready to see for yourself the heart-warming new performance your child can give you in his homework, once you give him the proper mental tools to work with.

For example:
Does your child make the same spelling errors, over and over again?
Then turn to page 125 . . . teach him three delightful shortcuts that burn the correct spelling of those problem words into his mind . . . and watch him, from that day on, write those former "troublemakers"—letter-perfect—as easily and naturally as he writes his own name.

Does he have trouble finding the correct words to express himself in class?
Then turn to page 35 . . . along with the fascinating word game you find on this and the following pages, play this game with your child for a few minutes each day . . . and then watch the excitement on his face as he discovers that he now has hundreds of powerful new words at his command—to make his recitations sparkle—to build thought upon thought correctly and dramatically—so that he can give his teacher the answers he has inside him when his teacher asks him a question.

Are needless mistakes causing him to continually trail behind his class in mathematics?
Then learn at once the simple technique described on page 150 . . . teach it to your child . . . make sure it becomes second nature to him . . . and see for yourself that he now makes up to 20% fewer errors in those mathematics tests—up to one-fifth better grades—all from one carefully-thought-out change in his work habits that can pay him dividends for the entire remainder of his school career.

Yes. And does he freeze up in tests? Forget material he knew perfectly the night before? Run out of time and leave as many as half the questions unanswered?

Then get ready for one of the most satisfying half-hours of reading you have ever known, starting on page 205. For here is a complete armory of test-passing techniques—that help remove crippling nervousness and tension from your child—that take the trickery out of double-meaning test questions—that show him how dozens of test problems actually help him solve each other—that give him the tools he needs to face that test with all his carefully-learned right answers, **RIGHT AT HIS FINGER-TIPS**, ready to write down the moment he needs them.

READ IT FROM COVER TO COVER AT OUR RISK.

Yes, here is a practical, easy-to-read book on improving your child's grades in school that really works. It is meant for every child—six years old or sixteen—boy or girl—now enrolled in grade school, high school or college.

It brings that child—for the first time between the covers of a single book—powerful new study techniques that you may never have dreamed existed before. Study techniques developed by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America.

Included are rapid-study techniques that can produce up to twice as much homework from every study hour. Speed-reading techniques, that cut through waste wordage and pick out the core of an assignment.

Word-building techniques, that may double your child's vocabulary in a single school session. Clear-writing techniques that let him put his thoughts down on paper, clearly, forcefully and correctly. Problem-solving techniques, that give him the answer to a surprising number of "problem-within-a-problem" math quizzes, even while many of his classmates are struggling alongside him to find out where to get started.

And—above all—a complete armory of test-passing techniques—that can turn D's and C's into B's or even A's. That can raise 60% or 70% or 80% into 80% or 90% or better. That can unlock the true, natural ability of your child to master facts—that may be tragically half-wasted today!

TRY IT AT MY RISK FOR A FULL 10 DAYS.

The price of this revolutionary new book is only \$4.98. But it's yours to read without risking a penny. You prove it to yourself at our risk for ten full days. It must do everything we say, or simply return it at the end of that time for every cent of your money back immediately.

You have nothing to lose. Your child has a whole new world of achievement to gain. Send in the No-Risk Coupon below—today!

EXECUTIVE RESEARCH INSTITUTE, INC.

MAIL NO-RISK COUPON TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC.
Dept. NYM-10
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Without obligation, please rush me your revolutionary new book, **HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL**. I am enclosing only \$4.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say, or if I am not completely delighted within 10 days, I will return book for full money back at once.

If you wish your order sent C.O.D., check here. Enclose only \$1 good-will deposit. Pay postman balance plus C.O.D. postage and handling charges. Same money-back guarantee of course!

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EUGENE M. SCHWARTZ

When a father worries about the kind of education his son is getting in school—and when that father is also president of a publishing company that specializes in modern learning methods—then sparks really fly.

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in deuto-learning, the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why ask about these incredibly powerful learning breakthroughs to the problems faced by children of all ages in their classrooms? This is the real of this book! "The job was too important to leave to someone else," Mr. Schwartz says. "I couldn't rest until I did it myself."

VITAL NOTE!

To gain its wonder-working benefits for your child—there is absolutely no need for you to read this revolutionary new book from cover to cover!

This is not a textbook! Not a study manual. There are no lectures—not a single "blue-sky" theory to ponder over or memorize, in this entire book! Instead, it is designed to give IMMEDIATE HELP—OVERABUNDANT HELP—to the exact problem areas that are blocking your child's true progress in school today!

It pinpoints that problem for you INSTANTLY! Directs you to the real cause. Shows you concrete, step-by-step short cuts you can take—that very moment—on questions that problem. And gives you the wonderful thrill of seeing your child start to replace error and confusion with masterful performance. **RIGHT THEN AND THERE—RIGHT BEFORE YOUR VERY EYES!**

Prove it yourself—entirely at our risk! Simply browse through this book at our risk for ten days! Use its wonderworking secrets to give breathtaking improvement to your child's ability in reading, writing, spelling, fractions, science, expressing himself—any problem at all that is holding your child back in school!

If you don't see breathtaking improvement in those first few days alone—**IF YOU DON'T FEEL ABSOLUTELY AMAZED AND DELIGHTED—THEN THE SAVINGS EXPERIMENT DOESN'T COST YOU A PENNY!** Simply send back the book, and every cent of your money will be returned to you immediately. You have nothing to lose! Act TODAY!

READ THESE THRILLING TESTIMONIALS!

From Reviews and Letters Received From Teachers and Private Tutors

(We regret that we do not have the space to reproduce them in full)

"Any experienced teacher will be aware that many students do not do well in school simply because they have not mastered basic study techniques. . . . I recommend Eugene Schwartz's book. . . . Schwartz has outlined a number of simple techniques which save time in preparing a student's day to day tasks in the classroom. The author emphasizes ways of improving reading, writing and mathematics, which is where the emphasis belongs. Most important, the author shows how parents can play a positive role in helping a youngster to plan his studies. I especially recommend Mr. Schwartz's section on 'Digging Out the Facts—Reading' which comprises the key to the book." L. W. Block, High School Guidance Counselor and Social Studies Teacher Livingston, New Jersey

"I am a retired teacher—who, after 35 years as a regular teacher, worked as a substitute and tutor. . . . I like your book for selfish reasons. . . . Your ideas belong in THE SCHOOLS. My philosophy as a teacher has been that there is something in every pupil that sets him apart, no matter how small a divided capacity of succeeding in some sphere better than any other person around him. . . . I long ago discovered the knack of making somebody out of 'nobody.' This summer I tutored a boy who had failed in Math and earned a D (70 or less) in English in the eighth grade. . . . What I needed was positive aims, self-confidence. He was accustomed to considering himself stupid!" This fall, he is not concerned with passing—he is going after A's! We have a new boy on the way! His parents are going to receive instructions for helping him every day—thanks to you. When I get this boy on the track to a

From Parents Like Yourself (and their children):

"The book, 'How to Double Your Child's Grades in School,' has just arrived. I am delighted with it, and will send it on to our son as soon as I can bear to part with it." Washington, D.C. F.V.C. "I thought you might be interested to know that all of my children have had difficulties with their school work in late years. We have tried most everything that we could think of to help, but it never seemed to do any good. . . . We were talked to teacher after teacher and all they ever seem to say is that they are smart but they are not producing. They never seem to be working up to their capabilities. No one has been able to really produce a concrete solution until now. My mother-in-law sent us this book. I only received it today and I have only read one-third of it but it just sounds like the answer to a prayer. I am only sorry we did not have it years ago." A.F.S. Tampa, Florida

"It is well written, well thought out and beautifully organized. . . . It is without question, the logical approach." Mrs. L.H.K. III New York City

"I plan to suggest that the Board of Education take similar action with all their failures and prospects throughout the state."

However, this letter is to commend you for your book. To tell you how much I approve, like, recommend it—and a few why's—

When my student got his first 100 in Math he bragged about it to his parents. Constant praise (as mentioned in the book) raised him from 50 — to 60 — to 70 — to 80 — to 90 — and then to his 100! Along the way I showed him where his 70 could have been 80—how he had been needlessly careless—keep his mind on his job. . . . He is learning—Now! S.M.W. Orlando, Florida

"The singular, striking, overwhelming distinction of this book is the approach of giving parents a way to help. I am convinced that any parent could take this book, and measurably improve his child's grades." G. E. Benson Jr. High School Teacher of Art Madjen, N.J.

"Your book helped us to say, in a better way, some of the things we have been saying to ourselves. . . . For an interesting experiment in Duval County (Florida) public schools, would you give us permission to reprint approximately 13,000 of your introduction to your book, for distribution to the home of each first grade pupil." Mr. & Mrs. J. C. Jacksonville, Florida

"Mr. Eugene M. Schwartz's book has come at a most opportune moment. We live in a time where test marks are probably the most important factor in the educational future of the child. . . . This book, lucidly and excitedly, because you feel a sense of optimism as you read, teaches the parents how to aid their children to achieve academic success by

"It made me aware of how important school is. I had been a hard worker but I did not know what was important. This was the smartest thing I ever did. It looked like I was going to come in second every time—not any more!" Christopher W. (15 years old) Simlonsville, New York

"Your book contains all the information I needed in the depression years when I attended classes in evening school. . . . An information I can still use today!" M.L.B. my adult education classes. Detroit, Mich.

"I think your book is marvelous. I'm sure you will benefit greatly from it." R.S.S. Indianapolis, Indiana

"Anyone can understand this book. I am delighted and will recommend it to all my friends. I only wish I could have read it ten years ago." Portland, Oregon

"His instruction to attack weakness in given areas is what we needed as a family. We could recognize weaknesses, but didn't know how to eliminate them." Mrs. D.P. Colwater, Michigan

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Word-building techniques, that may double your child's vocabulary in a single school session. Clear-writing techniques that let him put his thoughts down on paper, clearly, forcefully and correctly. Problem-solving techniques, that give him the answer to a surprising number of "problem-within-a-problem" math quizzes, even while many of his classmates are struggling alongside him to find out where to get started.

NEW! REVOLUTIONARY! THE MOST EXCITING EDUCATIONAL BREAKTHROUGH OF THE CENTURY!

GUARANTEED TO IMPROVE YOUR CHILD'S SCHOOL MARKS —or you pay nothing!

The Fabulous New Teaching Machine Auto-Mated Speed Learning Method

A MESSAGE TO PARENTS

Dr. A. J. Foy Cross, A.B., B.Sc., B.F.A., M.A., Ph.D., Fulbright Lecturer, Executive Director, Univox Institute



THE scientific new UNIVOX Teaching Machine Auto-Mated Speed Learning Method is a revolutionary new educational development that's offered to you with an unprecedented Guarantee:

Regardless of your child's present grades, we Guarantee that after using the UNIVOX Teaching Machine Auto-Mated Speed Learning Method his grades must improve in any of these subjects: History, English Grammar, Geography, Spelling, Arithmetic, General Science, Spanish or Algebra.

Your youngster need not be gifted or particularly interested in the subject — he will learn at a rapid pace, absorbing information swiftly from his UNIVOX course, and moving on. And he'll have a whole of a time doing it!

UNIVOX MAKES LEARNING FUN

Yes — with the UNIVOX Teaching Machine Method, learning will be fun for your child. He'll spend only 15 minutes an evening on any UNIVOX subject he takes — yet he'll make more progress in those 15 minutes than he often makes now in a week!

And he'll feel new confidence in himself — new pride in his accomplishments. His whole attitude to school and education will take a big turn for the better. And all because of the UNIVOX Teaching Machine Auto-Mated Speed Learning Method.

SO SIMPLE, SO EASY — IT'S ASTOUNDING
With UNIVOX there is no such thing as a slow learner; there are only slow, old-fashioned learning methods. UNIVOX is automatically paced to the level of the child using it.

This means that your youngster will never be held back by a "slow" class or pushed by a "fast" one. He will proceed at his own, his natural rate.

NOW AVAILABLE — YOUR CHILD'S MOST IMPORTANT SUBJECTS

These subjects listed on this page are the most vital ones for your child to master, no matter what grade he is in. They are the courses that continue with your child from Elementary to Junior High and High School. And now, for the first time they have been programmed by prominent educators for your child to use in the most modern, the most effective way known — the Guaranteed UNIVOX Teaching Machine Auto-Mated Speed Learning way.

GUARANTEE YOUR BOY OR GIRL BETTER SCHOOL-MARKS

The 21-member Board of Education of the Univox Institute invites you to obtain any complete course of your choice, plus a personal leatherized UNIVOX Teaching Machine free, for only \$14.95 with your child's initials in gold.

Each complete course includes more than 2,000 frames of knowledge, questions and correct answers, with simple instructions on how to use this material in your Free UNIVOX Teaching Machine.

UNIVOX IS FOR ALL STUDENTS — 8 TO 18



DOUBLE MONEY-BACK GUARANTEE

Because of the proven success of this revolutionary new Teaching Machine Auto-Mated Speed Learning Method with students throughout the United States, we are so confident that your child's grades will improve in any subject of your choice that the Univox Institute Board of Education makes you the Double Money-Back Guarantee as shown below.*

TESTED AND PROVED IN LEADING SCHOOLS — ACCLAIMED BY EDUCATORS — PARENTS — STUDENTS.

The startling academic achievements of elementary and high school students using the Teaching Machine Method have recently been reported in "Time" magazine, "The Saturday Review," "Barron's," "Better Homes and Gardens," "The New York Times" and other leading publications.

Your Child can Learn More — Faster — Easier — As These Students Did, Using the Teaching Machine Method. *34 ordinary 8th grade students in Roanoke, Virginia completed a full year's work in less than one semester. Half of them scored average or better for 8th grade students, and not one received marks below average. *17 Nutley, New Jersey High School students completed a full-year course in just 6 weeks.

Guarantee your youngster better grade marks — make him "most likely to succeed" in his class. Give him the UNIVOX Teaching Machine Auto-Mated Speed Learning Course(s) he most needs today.

Just send us your instructions on the Order Form — Guarantee below, with your remittance. Be sure to include your boy's or girl's initials as you want them to appear in gold on the UNIVOX Teaching Machine.

Remember, you risk nothing with this Money-Back Guarantee!

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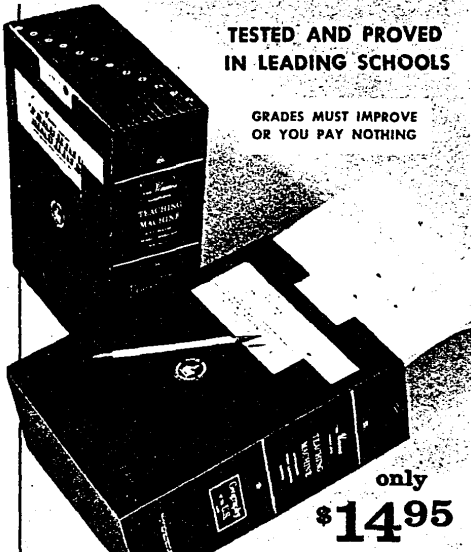
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GRADES MUST IMPROVE OR YOU PAY NOTHING



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Include my child's initials in gold with my UNIVOX Teaching Machine as follows:

Doctors in Sweden say there IS a Cure for Arthritis

There IS a cure for arthritis...according to a number of Swedish physicians who have developed for this dread disease an unorthodox treatment which they have found to be notably successful.

This welcome news comes to the ever-growing number of sufferers from several health clinics in the mountains of Sweden, where a group of doctors are achieving impressive results with a method of treatment based on biological medicine. It is a method almost unknown in the United States.

Among these medical pioneers are men like Dr. Jern Hamberg, Dr. Lars-Erik Essen, and Dr. Karl-Otto Aly, physicians of high repute in Swedish medical circles. Their method of therapy requires none of the usual drugs and injections; instead, their experience indicates that it enables the body actually to cure itself of arthritis.

Now comes the book which, for the first time, reports to the American public on the cures of arthritis being achieved in Sweden. We would like to send it to you at our risk.

Paavo Airola is a Canadian naturopathic doctor educated in Europe. Although not himself an authority on arthritis, he has long taken an interest in this disease which afflicts some 17 million Americans. Airola recently spent several months in Sweden, visiting the health clinics where biological medicine is practiced. He conferred with their staff physicians, studied patient records, and interviewed former patients themselves. His book is a journalist's report on what he saw and heard.

Here are just two of the clinical cases which Airola investigated while in Sweden:

...Atlin Vstrand, a Swedish farmer so crippled by arthritis he could hardly move his arms and legs. Twelve years of treatment with prosthetic devices, drugs, and X-Rays had availed nothing. Yet, after only one month at the Brandals Clinic, his pain vanished, his limbs regained mobility and he went home to work his farm—completely cured.

...Mrs. Kajsa Andersson, mother of five, who came to a clinic after five years of futile treatment by her own doctor. She arrived in frightful pain, so helpless she had to be carried to her room. Less than one month later she was discharged, showing no trace of the disease! Five years later, she still enjoyed the best of health.

Airola's book describes many such cases. "Our general experience," says Dr. Karl-Otto Aly, one of the physicians, "is that bio-

"I have seen with my own eyes how patients with arthritis, crippled for years, have left their crutches and beds...and walked."

—says Paavo O. Airola, reporting on his visits to Swedish health clinics where biological medicine is making new advances in the treatment of arthritis. "Many patients with tears in their eyes told me of their wonderful experiences at the clinics. After a few weeks of simple and harmless treatments, the pain—from which they had suffered for years—disappeared, and their joints became mobile and flexible again."

In a book that holds a message of encouraging new hope, Airola describes the cures for arthritis effected by Swedish physicians who abjure the use of drugs in treating this disease. Instead of taking drugs, patients at the clinics in Sweden follow a prescribed regimen of light fasting, a purifying diet, and mild exercise, and in some cases, therapeutic baths and massage—all of which are described in this book.

logical methods of treatment do affect the disease in a favorable direction and in many cases accomplish a complete cure."

How The Swedish Program Of Natural Biological Therapy Works

As Airola reports on it, the biological therapy used in Sweden is surprisingly simple and natural. No drugs are permitted. The idea is to encourage the body to purge itself of the biochemical disturbances which seem to cause arthritis, thereby normalizing the metabolism, and restoring the proper function of organs and glands.

As Dr. Jern Hamberg of the Alfa Clinic told the author, "We don't cure patients—they cure themselves with our help."

The book describes the three basic steps in this program of treatment: controlled fasting, a special diet, and mild exercise. Quoting extensively from the doctors he interviewed, Airola explains:

- the decisive role of proper nutrition in effecting the cure; and the six rules of eating the arthritic must observe
- daily menus for breakfast, lunch, and dinner served in the Swedish clinics; with recipes for preparing these tasty dishes
- the simple forms of exercise prescribed for patients in Sweden
- why the arthritic must throw away his bottles of aspirin, and stop taking drugs like cortisone and ACTH
- what the doctors say about the effects of climate on arthritis; the high-protein diet; the role of constipation; and the value of food supplements in the diet.

Airola frankly admits that this method of biological therapy runs counter to the accepted wisdom in most American medical circles, where arthritis is still treated with drugs. But he feels the results achieved in Sweden speak for themselves.

"Arthritis sufferers," says Airola, "are brainwashed with propaganda that there is no cure for arthritis. But my book shows there is indeed a cure." If you would like to investigate the facts supporting that statement, we urge you to send for the book now.

Here Are Chapter-by-Chapter Highlights

- An Appeal to Members of the Medical Profession
- He Left His Crutches and Walked
- Kajsa Andersson's Lasting Cure
- "There is No Cure"
- What is Arthritis?
- Why Conventional Remedies Fail
- The Program of Biological Treatment
- The Vital Role of Nutrition
- Health Paradise in Sweden
- How the Battle is Won: Greta Friberg's Story
- How the Battle is Won: Guldri Dreiber's Story
- Alfa Clinic in Northern Sweden
- Dr. Karl-Otto Aly: Exponent of Biological Medicine
- Eight More Actual Cases
- Can Fasting be Undertaken at Home?
- What Exercises are Best for Arthritis?
- Are Citrus Fruits Harmful?
- Cider Vinegar and Honey
- The Factor of Climate
- The High Protein Diet Myth
- Vitamin and Mineral Supplements
- Which Supplements Should You Take?
- The Role of Constipation in Arthritis
- Can Injuries and Physical Stress Cause Arthritis?
- Biological Clinics in Europe: Names and Addresses
- Recipes and Directions



ABOUT THE AUTHOR

Paavo Airola is a naturopathic doctor, educated in England, and a member of the British Guild of Drugless Practitioners. A personal friend and student of Arne Waerland, the famous Swedish pioneer of natural living, Airola has spent much time in Sweden studying the effects of environment on health. Of late, he has directed his attention to arthritis and the biological, drugless methods of treatment used in Swedish clinics to control this crippling disease.

A Public Statement by Paavo Airola:

"I claim no specific accomplishments in the medical field, nor do I profess to be an authority on arthritis. In this book I do not advance a new cure for arthritis...I merely present, as an informed, objective reporter, biological medicine's breakthrough in the treatment of arthritis. The real authorities behind the biological medical ideas presented in my book are Dr. Jern Hamberg, M.D., Dr. Lars-Erik Essen, M.D. (who wrote the Introduction), Dr. Karl-Otto Aly, M.D., and Dr. R. Watterson, M.D. These respected medical doctors and dozens of other biologically oriented doctors in Europe unanimously agree that the biological medical treatments for arthritis do affect the disease in a favorable direction, and, in many cases, accomplish a complete cure. They stand solidly behind the assertion that there IS a cure for arthritis."

MAIL NO-RISK COUPON TODAY

**GREENLAND BOOKS, Dept. 8541
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Gentlemen: Please rush me a copy of THERE IS A CURE FOR ARTHRITIS, #80022, by Paavo O. Airola! I enclose \$5.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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from the Foreword by

A SWEDISH MEDICAL DOCTOR:

"Many patients have been restored to health through the practical application of biological medicine after all the conventional treatments have failed. Biological medicine and naturopathic methods of treatment will come to the fore more and more as the successful alternative to conventional therapy; and for the afflicted who tried in vain conventional therapy, they present the only choice."

—Lars-Erik Essen, M.D.

These True Cases Prove That Arthritis CAN Be Cured

NOTE: In preparing this book, the author personally interviewed many former arthritis victims who had been treated at several biological clinics and institutes in Sweden. Here are some of the authenticated cures reported in his book:

She came to the clinic in a wheelchair...and left it dancing a polka

Mrs. F. G., 72, was totally invalidated by arthritis, and diagnosed as an incurable case. Brought to one of the Swedish clinics, she had to be carried inside by attendants. Six weeks later she was released, in good health...dancing a polka on her way out the door!

He couldn't move his arms or legs—now he goes skiing

Karl Engberg, 46, was a lifelong sportsman who was struck down by rheumatoid arthritis. His joints were inflamed and swollen, his arms and legs almost immobile. After eight months of treatment, he was back on the ski slopes, completely cured!

Suffered for six years—cured in three weeks

Guldi Deiber, a young housewife, took drugs for six years to no avail. Her arthritis became steadily worse, and one drug impaired her eyesight. Yet treatment at the Bjorkagarden Clinic got rid of the disease in three weeks...one of the fastest cures on record.

Cured of arthritis in two months—no relapse ten years later

Martin Lindgren, 45, was bedridden with agonizing pain and badly swollen joints. After a series of futile drug treatments, he turned in desperation to the biological therapy given at Bjorkagarden. After two months there he went home cured...and ten years later still enjoyed wonderful health.

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At last... a leading American physician shows you How to Stay Young till 90

Designed to give you the look of a youngster past 60 . . . the strength and power of a trained athlete beyond your seventies . . . in vibrant good health till 90 and more — here is one of the simplest and gentlest, and yet truly revolutionary, anti-aging medical programs ever invented by the mind of man.

To repeat once again, the goals of this program are simple. They are, in essence:

1. To give you the look of a youngster, in both face and body, far past sixty . . .
2. To keep you in top condition—to give you the drive and power of a trained athlete beyond your seventies . . . and
3. To give you every possible chance of continuing in this vibrant good health till ninety, and more.

The methods this program uses to achieve these goals are equally simple—and, again, surprisingly gentle. They are:

1. A series of one-or-two minute-a-day exercises for your face—designed to combat premature wrinkles and restore the smooth, sharp outlines of youth.
2. A direct attack on the stored-up emotional poisons in your body that eat away strength and youth like internal acid. This attack on these poisons consists of a series of exhilarating new exercises which take as little as three minutes a day—half of which time you spend resting.
3. A new way to lose weight—not a diet—designed to change your present suicidal eating habits in 24 to 48 hours. And to break at last the vicious fat-multiplying cycle inside your body, that causes you to put on more weight, from less food, than your thin friends. And
4. A series of surprising, and sometimes actually startling, solutions to your most serious everyday health problems—including fatigue, hypertension, indigestion, high blood pressure, and much, much more.

This, then, is the look-younger, feel-better, live-longer program that you can prove to yourself—beyond doubt—without risking a penny. Now let us look at its medical background, and the specific day-by-day benefits it is designed to give you:

Written by One of America's Foremost Physicians,
It Opens Up Whole New Worlds of Prolonged
Youth, Health and Vitality — Past 90 — that You
May Never Have Dreamed Existed Before.

The fascinating new volume which gives you these benefits is titled: *How to Stay Young All Your Life*. It is the result of fifteen years of meticulous research, and three additional years of intensive writing and re-writing. It is so completely up-to-date that some of the principles revealed in it were not discovered until a few short months ago.

Its author is Clement G. Martin, M.D., F.A.G.S., F.A.C.N. As you may know, Dr. Martin is former medical director of two of

the largest insurance companies in the United States, where he specialized in geriatric research—the science of prolonging youth, strength, health, and life—far beyond their present limits.

Over eight years ago, in conjunction with his state medical society, Dr. Martin published a pamphlet based on this research. The response was so overwhelming that he then expanded this information into a book—called *How to Live to be 100*—which sold over 100,000 hard-cover copies in the first two years alone.

But now medical science has gone beyond mere longevity alone! Now it is possible—not only to add up to twenty or thirty or forty more healthy years to your life . . . not only to help you ward off the disease of middle and old age that cripple your friends . . . but, in case after case, to actually restore the appearance and energy and bursting vitality and strength of youth itself to your body—and maintain that youthful drive and appearance far past your seventies and eighties!

All the Myths About "Old Age" — Shattered at Last.

This new book, therefore, begins immediately with case histories that prove this fact beyond doubt. In the first few pages alone, you are introduced to:

The American "town without heart disease." Where the inhabitants eat too much, enjoy food that's "rich" in every sense of the term, are overweight, party around, stay up late—but simply don't have heart attacks. (The reason why will astound you.)

The 101-year-old roué, who still eats mountains of spaghetti, washes it down with wine, and loves his sweets.

The amazing French beauty who first invented exercises to preserve the look of youthfulness in the human face. Men worshipped her at eighty. Her figure and her face were as dazzling at 79 as they were at 19. She died, still outwardly in the bloom of youth, past 90.

The American businessman who watched his body become prematurely old and finally collapse of ill health at the age of 50. Who decided to rejuvenate himself though he could hardly stand, through a scientific study of longevity. By the time he was 73 he had regained his youth—his face as smooth, his body as slim and hard as a youngster's. Photographs in this book prove these statements beyond doubt—see them yourself!

The Russian report on a man who lived to be 161, and fathered his last child at 104.

And much, much more. Probably the most fascinating reading of your entire life. But it's only the prologue to the real meat of this revolutionary new book. For now the life-saving, health-giving, youth-restoring principles learned in this world-wide medical research are put to work—instantly—for you. To give you results, literally overnight, that will have your friends begging you to tell them the secret!

For example:

What is the price of Renewed Youth
and Vitality? As Little as Five
Exhilarating Minutes Every Day.

First, you start to peel off years from your appearance:

On page 35, you learn the one-second prescription that automatically causes you to stand more erect (no, you don't have to pull in your stomach, but the results are startling nevertheless).

On page 124, you're given six-second facial exercises . . . wrinkle exercises . . . bags-under-the-eye and age-line exercises . . . that Dr. Martin recommends for every man, as well as woman, who wants people to gasp in astonishment when you tell them your real age.

On page 144, you're shown how the way you eat may contribute as much or more to your overweight problem as the actual foods you eat. And then on page 150, you're given the medically-proven, fastest-possible way to lose excess pounds. Again, this is not a diet at all. And the greater your excess weight, the faster this method works.

But this is just the beginning. Now you go on to tap vast new stores of strength, endurance and energy, like this:

On page 35, you're shown the scientific secret (time to learn; 10 seconds; time to perform; 3 seconds), that guarantees you will sit properly—and therefore cut your desk fatigue in half.

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Try it—entirely at our risk!



CLEMENT G. MARTIN, M.D.

On page 42, you're shown how to "relax yourself ahead". Develop the grace under pressure that marks the champion athlete, and the champion executive. Outstrip your less well-informed competitors who tear themselves to pieces in the mistaken belief that they can win through pressure, anxiety and tension. Keep going at full speed when they're wilting around you like dead flowers.

On page 58, you're shown how you can cleanse your internal organs (your heart, lungs and blood stream) of tension and fatigue in as little as three minutes a day. Try this tomorrow night when you come home bone-weary from work—when you're wound up tight as a drum—and see for yourself how it pumps so much new energy back into your system that you can out-dance your teenage son till two A.M.

Yes, and on page 118, you'll learn how Dr. Martin recommends as little as only 1½ minutes of basic exercise every day. Is this too much to ask from you to obtain new protection from heart attacks, new youthfulness, new vitality every single day of your life!

Read it from Cover to Cover,
Entirely at Our Risk.

It is literally impossible, in the space of this advertisement, to begin to give you an idea of the vast store of startling new medical information contained in this book. I can only mention in passing such life-saving information as this:

The world's best tranquilizer, that doesn't cost you a penny. How plain ordinary water can be turned into a wonder-working tonic for your heart and your blood pressure.

The special section on rheumatism and arthritis, that may save you hours of needless pain every day.

And so much more that you must read it yourself to realize the immense benefit this book can give any man or woman over thirty. Therefore, we allow you to read it cover to cover at our risk. Its price is only \$5.98—far less than other books that do not begin to do its job.

But you try this book at our risk. If you are not amazed and delighted with every word—then simply return it to us for every cent of your purchase price back. You risk nothing but your time.

The choice is now yours. You can sit helplessly by and watch your face get older and older every day—watch your body get weaker and weaker every day. Or you can decide to stop this premature aging right now, and bring back the youth and vitality you may have though you'd lost forever!

The medical means are now at your hand. This is a book for people who mean business. If you mean business—send in the enclosed No-Risk Coupon—today!

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This is NOT a textbook! NOT a study manual! There are no lectures—not a single "blue-sky" theory to ponder over or memorize in this entire book!

Instead, for the first time, here is a revolutionary new method of ADDING UP TO 40 HEALTH-PACKED YEARS TO YOUR LIFE — TAKING UP TO 20 FULL YEARS OFF YOUR APPEARANCE — all through a few incredibly-simple techniques that you can put to work for you the very first time you pick up this book!

Therefore, we do NOT want you to treat this amazing volume as you would an ordinary book! Instead, all we ask you to do is this:

Place it on your bedstand, entirely at our risk, for ten days! Read through just a few pages every night before you retire! Browse around if you like! Notice especially the wonder-working Three Minute Rest Exercise on page 120 . . . the thrilling Fat Breaking Secret on page 159, and much more.

See for yourself that every page is crammed full of practical, down-to-earth, easy-to-understand knowledge that you can put to work for you right on the spot! See for yourself that here at last is authoritative medical information that WORKS—and that's yours for just a few short minutes a day—without brain-racking study, without torturous memorization, ALL YOURS IN ONE OF THE MOST FASCINATING, COMPLETELY-ABSORBING BOOKS IT HAS EVER BEEN YOUR PLEASURE TO GLANCE THROUGH FOR JUST A FEW SHORT MINUTES A DAY!

Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the enclosed No-Risk Coupon—TODAY!



A. This simple stroking motion with your fingers could diminish ugly forehead lines, the very first time you use it.

B. How to gently freeze ugly lines out of your mouth and lip lines—shown in Lesson Three.

C. A smoother neck and chin line—with nothing more than your own five fingers!

D. Sagging mouth corners? Try this 10-second lifter-upper, and get the thrill of your life the very first time!

E. Young-looking eyes start at your forehead! (Only one woman out of a hundred knows this.) Prove it yourself, in Lesson Four!

How To Stroke Wrinkles Right Out Of Your Face!

NOTED PHYSICIANS AGREE!

"I believe it is probable that you will look noticeably younger within weeks, and that the visible ageing of your face will be retarded to a significant degree. In my opinion, this new system merits the serious attention of any woman, or man, who is interested in retaining a youthful appearance. —Matthew Warpick, M.D.

"Her procedures are safe, sensible and effective for firming the facial tissues, improving circulation which makes for a healthy skin and youthful glow.

"Her method on touch should be heeded and can do much to help the reader prevent a loosened skin, wrinkles, pouches, jowls and other signs of ageing. It is a new approach, but vastly superior to the usual methods." —Gregory Pollack, M.D. (Noted Plastic Surgeon)

Here's why...

Here is the background of a monumental discovery that may do for your face—as it has for hundreds of other men and women—what the most expensive cosmetics in the world have utterly been unable to accomplish.

All you need are your own two hands—a mirror—and the book we send you to read from cover to cover, without your risking a penny.

When the book arrives, turn immediately to page 123 and read two pages—nothing more. Here you will learn how a pair of wrinkled white-leather gloves lead to one of the most amazing discoveries ever made about the skin of the human face.

This discovery was quite simple—but to our knowledge it has never been used before. It started as a way of stroking out every wrinkle in that pair of white gloves—till they were as smooth and perfect as the day they were first made. Then, it came into full bloom with a sudden realization—that the skin of the human face is like the skin of any other animal...and therefore, if you could stroke wrinkles out of leather gloves, you could stroke them just as inevitably out of the human face!

First Tested On Her Own Face (And Ten Years Seemed To Vanish In A Single Month). And Then Proven Again And Again On Hundreds Of Private Students, By The Lines That Vanished In Their Very First Hour.

Once you have read these two brief pages, you will understand the theory behind this remarkable new method of facial rejuvenation. But this is only the first step. Now you go beyond theory—in that very first session alone with this book—and you prove, ON YOUR OWN SKIN AS REFLECTED IN YOUR OWN MIRROR, that you can diminish, or even erase, certain lines on your face, USING NOTHING MORE THAN YOUR OWN TEN FINGERS.

This is the reason why we offer this book to you without your risking a single penny—because we know that you would not part with this book, for any amount of money, once you see what it can do for your face in that first half hour alone!

This is the reason why we offer this book to you without your sending us a single penny in advance—because we know that you would not part with this book, for any amount of money, once you see what it can do for your face in that first half hour alone!

What you are going to do is this: You are now going to turn to page 59, and study three simple movements with your hands as they begin to treat your forehead. You should learn all three of them in about a minute each. Then you are going to put down the book—you are going

to look in your mirror—and you are going to count the wrinkles and lines that have turned your forehead "old" for years.

Then you are going to apply the first movement for three minutes. You are going to stop—check the second movement with the book—and use it for an additional three minutes on your forehead. Then you are going to use the third finger-movement for slightly longer. And then you are going to stop...you are going to bend forward to look into that mirror again...and the realization is going to pour through your body that a whole new world of beauty has suddenly been built into your own two hands!

This Is Our Guarantee! At Least Some Forehead Lines MUST GO In That First Session Alone—Or This Book Never Costs You A Single Penny!

Let us repeat this fact again: Hundreds of men and women before you have already gone through this same transformation. (Except that they paid up to \$35 a session—and you will pay only a fraction of that price for the entire method.)

Once again: Hundreds of men and women have already seen lines vanish from their foreheads in this very first session. We believe that YOU MUST TOO—or send us the book back for every cent of your money back!

Or—after you have proved it on your own forehead, KEEP THE BOOK, STILL WITHOUT RISKING A PENNY—and go on to apply this incredible method to every square inch of your face, neck and body.

Like this...

The Final Objective—A New Smoothness, A New Tightness, In Every Area Of Your Skin!

As you now begin to explore this book more deeply, you will learn that certain problem areas demand certain ingenious solutions.

For example, those tiny pucker lines you see above your mouth are a symptom of weak underlying muscles—and you now strengthen them with an ingenious stroking motion of your fingers at the corners of that mouth.

Nothing makes a previously-beautiful face more ugly than the deep furrows that begin to engrave themselves between nose and mouth. These demand two separate methods of attack—one, a gentle stroking; the other, a gently lifting exercise.

(Both are so delicate that you may hardly feel them. But your mirror will show you the difference in a week or two.)

Eye bags and crow's feet, have been the despair of men and women for generations. Neither can ever be completely removed, except by a plastic surgeon. But short, light strokes—done as shown on page 53—

ABOUT JESSICA KRANE

Jessica Krane's revolutionary FACE-O-METRICS Course is the uniquely exciting facial smoothing plan you've heard about—the 5-minute-a-day technique for firming face and neck, reducing and retarding facial lines. Now, for the first time, the complete course (which sells in Miss Krane's private salon for as much as \$35 a lesson), is yours in a single book for a fraction of that price.

Jessica Krane, originator of Face-O-Metrics, is the author of two nationwide best-sellers describing her system. You may have seen her on the Johnny Carson Show...Mike Douglas...and other national television shows. Her method has been described as "amazingly effective" by leading newspapers and magazines in this country and abroad (where it is even more widely used).

can come electrifyingly close. And—for those sagging, drooping contours throughout the entire face—a more drastic breakthrough is needed. Miss Krane calls it "the poor woman's face lift". It is a simple method of freezing the face—to tighten the skin, firm the muscles, even reduce the size of pores.

Prove It Yourself Without Risking A Penny!

And much more. An "instant mouth lift" for drooping corners. How to lose a complete dress size without losing a pound. An instant way to make your breasts appear far firmer and larger. A simple sound, deep in your throat, that does more to reduce neck lines than any exercise you have ever used.

And much more. All yours to prove without risking a penny in Jessica Krane's remarkable new book, HOW TO USE YOUR HANDS TO SAVE YOUR FACE. Its cost is only \$5.98 complete.

This is less than you would spend on a single treatment in a beauty parlor, to try to control the lines that this book may remove for you in hours. Right now, go back to the statements by the two doctors at the top of this advertisement. Read them once again, and then ask yourself: "Is it worth a half hour of my time, and no risk, to try this new method on my own face tomorrow?"

If your answer is Yes, send in the No-Risk Coupon—today.

MAIL NO RISK COUPON TODAY!

INFORMATION INCORPORATED Dept. NY-3
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me a copy of Jessica Krane's *How To Use Your Hands To Save Your Face*. I understand the book is mine for only \$5.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is my payment.
 Please charge my credit card:

Signature _____
 American Express Bank Americard
 Diners Club Master Charge Bank and No.

Account No. _____

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FEBRUARY 15, 1970

Now! A World-Famous Trainer of Champions says:

Break All the Rules, and Win a 35-Year-Old Body at 50-60-70—and Beyond!



This 70-Year-Old is Lifting a 196-Pound Man, As Easily As If He were Made Out of Cotton!

Who says that you have to be weaker at 50... or 60... or 70 than you were at 30? This is Percy Cerutti—now 70 years old and a trainer of world-champion athletes—who at 43 years of age was so broken in health that

he couldn't hold an ordinary desk job! Read his amazing health story on this page. Prove to yourself his wonder-working "rule-breaking" health secrets—entirely at your risk—today!

For example: forget your calisthenics today? Congratulations! They're a waste of time. Too much love in your life? Nonsense!

Gratify your instincts and grow stronger every year, says this 70-year-old "physical wonder" who astounds doctors with his 35-year-old body... who ran 101 miles in a single day at close to the age of 55... and who now trains world-champion athletes, by teaching them to **BREAK THE RULES, AND SHED THE YEARS LIKE WATER FROM THEIR BODIES!**

How's This For A New Definition Of Youth? Stronger At 70 Than You Were At 30! With More Pep And Energy Than Your Own Son Or Daughter!

Right now, look again at the photo of this 70-year-old man lifting a 196-pound friend as though he were made of cotton. And then realize this:

This very same man—Percy Cerutti—was at 43 years of age so broken in health that he was actually unable to keep working at an ordinary desk job!

Face to face at that time with agonizing sickness and momentary death, Percy Cerutti began a desperate search for scientific health secrets that would give him back his strength. Within two years he was stronger than ever before—*younger-looking than he had been ten years earlier. Today, his body is medically-certified to be that of a vigorous, healthy young man—fully able to outstrip ordinary men FIFTY YEARS HIS JUNIOR!*

The simple health secrets that turned this dying "old" man of 43 into the vigorous "young" man he is today, at 70 is simply too precious for Cerutti to keep to himself. Therefore, almost twenty years ago he began using them to train world-champion athletes in his native Australia. You can measure his success by realizing that his students have already set over FIFTEEN WORLD RECORDS in the last few years alone!

And now, Percy Cerutti reveals these exact same wonder-working, "rule-breaking" health secrets to you—to every man and woman who is willing to spend a few minutes a day to have a **35-YEAR-OLD BODY AT 70, AND BEYOND!**

Here's what you'll find—the very first time you glance through this startling new book:

You Start With Wonder-Working Health Secrets 4,000 Years Old!

To begin with, Percy Cerutti asked himself why modern man—with all his medical skills, technology, and knowledge—*still has less of a chance to live to a "young" 70 or 80 than primitive Australian Aborigines!* He immediately began an intensive study of the world's most primitive peoples—as well as the natural, instinctive health secrets of the world's animals (whose active sex life, for example, is *four times longer* than modern man's!). From these studies, Cerutti discovered certain natural principles that can only be called "Health Magic!" For example:

—He firmly believes that heart trouble, high blood pressure, rheumatism and perhaps even some forms of cancer are all preventable. Page 18 of his book tells you how, for example, to keep your blood cleaned and your heart strong—and double your resistance to disease!

—He discovered that most strenuous exercises give you nothing except harm. Therefore, he decided completely to forget them. Instead, read Chapter 11 to find out the incredibly-simple BEST exercise for your heart as well as your body—and how, if you will simply add to it this wonder-working second exercise for your Internal Muscles, then you can let your external muscles take care of themselves!

—And perhaps most important of all, Cerutti proved to his own satisfaction that as much as 95% of all your ills, can be attributed directly to your food intake. In fact, certain types of food—right on your supermarket shelves—can actually poison your system. (Read Chapter 8 to find out which they are—and then avoid them like the plague.)

Old Age Is A Disease, Says Cerutti. And Therefore It Can Be Prevented And Possibly Even Reversed!

But this is just the beginning. Now Percy Cerutti turns to the vast discoveries made by modern medical science, and taps them to provide sources of renewed fitness and virility that will enable both men and women alike to

swim, play golf and tennis, ride horseback, dance till dawn, outwork most youngsters, even climb mountains if you wish to—and do them all WELL PAST 80!

As just a few more examples:

Your lungs CANNOT rebuild themselves, of course. But follow the simple breathing advice in Chapter 3, and you may keep them as *energy powerhouses for a century!*

On page 144 he tells why, if you wake up groggy in the morning, you're a lot better off than the so-called "health addict" who bounds out of bed and greets each day with a cheery "hello!"

On page 64 you learn a basic principle that will win you support and respect—and help you to control fear. In fact, you'll be able to make the fear work for you! You can use this principle immediately! It will help you innumerable times daily!

On page 82 you're given two simple, obvious "truths" that may enable you to escape the disaster of a coronary or heart seizure, stroke—even help you prevent high blood pressure! (Even though they are obvious—most people don't even realize them!)

On page 136 you're shown an exercise which requires NO muscular effort, takes NO more than one minute—yet becomes a remarkable "relaxer" for you. And you can do this simple exercise almost anywhere! (In fact, as soon as you get to page 136, try it immediately.)

If you want to extend your life—enjoyably—past the 100 mark, you simply must keep FOUR ESSENTIAL ORGANS healthy. 90% of all deaths are due to the breakdown of those four vital body parts alone! You'll find out how to keep them strong, powerful, functioning on pages 41 to 49.

Prove It Yourself—Entirely At Our Risk

And remember—this revolutionary new book is NOT concerned with simply AVOIDING the customary physical decline that sets in on 90% of all men and women after 30. Its objective is actually to ARREST the deterioration of age in your body!

On page 154, Mr. Cerutti actually LISTS the symptoms of "old age" he wishes to help you eliminate. Such as:

Slowness of movements... stiffness of joints... lack-luster... prematurely wrinkled and colorless skin... blue-veined, marbled-looking arms and legs... chronic tiredness... and all the rest!

These "plagues of old age" are NOT inevitable at 70—or beyond! Percy Cerutti has proved that HE can avoid every one of them! And that he can help you do the same! Actually give you the strength, health, vitality and sheer physical attraction of a "youngster" of 35—AT 70 OR BEYOND!

Isn't it worth one short week of your time to test this theory for yourself? We ask you to read this book from cover to cover, entirely at OUR risk! Why not send in the No-Risk Coupon below—TODAY!

—MAIL NO-RISK COUPON TODAY!—

INFORMATION, INCORPORATED

Dep.LNY—11

119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Please rush me the brand-new edition of Percy Cerutti's revolutionary new book, **BE FIT! OR BE DAMNED!** I am enclosing \$5.98. I understand this book is fully guaranteed. If this book does not do everything you say... If I am not completely delighted within 30 days, I will return the book for full money back at once.

If you wish your order sent C.O.D. CHECK HERE! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money-back guarantee, of course!

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City _____

State _____ Zip _____

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How to Defend Yourself Against the HUMAN PARASITES Who Want to Rule Your Life!

BWARE ESPECIALLY OF THESE FOUR TYPES OF HUMAN PARASITES!

There are two types of people in the world: the Givers, and the Takers. For every Giver, there are a hundred Takers. They are constantly trying to latch on to you... to make you carry them on your back... to force you to give meaning, and value, and direction to their lives.

The Takers have a hundred different disguises—a hundred different "hidden strategies"—to force you to become their constant servant. Your first task, therefore, if you want to achieve your own goals and not theirs, is to UNMASK them... to expose the hidden selfishness behind their so-called "noble motives"... and to throw them off your back, and onto their own feet, for good! This book unmasks them, one by one, for you like this—



THE PERFECTIONIST:

May be a man or woman—wife or boss or fellow-worker. Always sets impossible standards for you to follow. Therefore, sets himself up as the Judge of your life... always makes sure that you will never succeed—that every one of your achievements will fall short of his "standards"—and that you must endlessly keep trying to please him. You break his hold on you with one simple device. It is given to you on page 190



THE INJUSTICE-COLLECTOR:

Controls you by continually giving you guilt. Manufactures incidents in which you are trapped into hurting his (or her) feelings. Then makes you pay for "forgiveness" by doing exactly what he wants. This trap is so subtle that you can only break out of it at one point. That point is shown to you on page 132



THE HUMAN SWAMP:

Never stops telling you how "weak" and "passive," and "dependent" she (or he) is. You are the "strong" one—supposedly—until you try to get her to do something for herself. Then nothing happens... she refuses to move a finger... develops all kinds of reasons and "illnesses" so as to not help herself—until finally, in desperation, you do it for her all over again. You cannot help many of these people out of your life—either you are married to them, or they are related to you—but you can SHOCK them into independence at last by using the technique given you on page 227



THE LOVE DOMINATOR:

Perhaps the most vicious of all. First "loves" you—then destroys you. Makes you pay for every ounce of "affection" with little pieces of your life. Has several sub-varieties, including: Friendships that hurt, and never last. Families that smother their own children. Passionate "romances" that settle down overnight to a lifetime of domination, exploitation, and continuous cutting—each-other-down. This one person alone can make your entire life a living hell. There is only one real solution (and it is NOT religion). You'll find it on page 105

THE GREATEST SIN OF ALL— THE SIN OF OBEDIENCE

These Exploiters are universal; they intrude in every life. Therefore, every man or woman ever born has one fundamental problem above all others: How to get away from the clenched fists that these kind of people wrap around you!

This book is a text on doing exactly that. It is far simpler than you have ever dreamed, once you learn the reason why YOU GIVE THEM THE POWER TO DOMINATE YOUR LIFE!

The choice is up to you: You can enjoy others, or you can let them turn your life into a constant agony. The key to such a choice lies in this book. Why not read it from cover to cover, at our risk, TODAY!

This may be the most important (as well as painful) advertisement you have ever read. It is based on three simple facts:

(1) Most people spend 90% of their time doing what other people want them to do—instead of what they want to do themselves.

This is Robot-Living. And there is a way to break out of it for good.

(2) Most people are haunted by self-destructive feelings they don't understand—feelings that frighten and depress them. For example: The constant fear that other people are somehow "better" than you. Or that you are now, and will always remain, a "second-class citizen" in life. Or the crushing realization that you always feel "poor" no matter how much money you earn, and always feel "inadequate" no matter how great your accomplishments.

These are Robot-Feelings. They are emotional leftovers from your childhood, and are completely out of place in your adult life. In a moment, you will learn how to get rid of them for good.

(3) Because of these two crippling pressures—the attempt of other people to constantly exploit you, combined with your own self-destructive feelings of inferiority—you (like most other people) spend your life in an emotional prison instead of a palace. You allow yourself to be surrounded by enemies instead of friends. You accomplish only a fraction of what you are really able to accomplish. You find yourself constantly driven away from the real enjoyments, the real achievements, the real meaning of your life.

Once again, this is Robot-Living. And there is only one way to change it. Not by "will power". Not by psychoanalysis. Not by digging up the dead memories of your childhood.

But by this:

A New Kind of Psychology, That Says: "Forget Your Past, Forget Your Feelings of Inadequacy, AND TAKE FULL COMMAND OF YOUR LIFE—TODAY!"

UNLEARN the mental habit that makes you automatically magnify other people's importance—and you will escape from their domination for good.

UNLEARN the mental habit that makes you automatically feel small when you meet an important new stranger—and you'll have twice the impact on him, from the very first word you speak.

UNLEARN the mental habit that makes you depend on other people to ration out little pieces of love, respect, enjoyment and "success"—and you can go out tomorrow and carve out as big a slice of life as you can swallow!

In fact, this New Psychology is so drastically different that it will actually RE-SHAPE your idea of what words like "love" and "respect" and "success" actually mean. It will expose deadly psychological traps in these words, that have been condemning you to chase fraudulent, empty goals all your life. It will show you how other people use these very words, to control your every move by threatening to deprive you of them.

The main goal, in brief of this new Psychology is LIBERATION—FREEDOM FOR YOU FROM FALSE FEARS AND FALSE FRIENDS! Because of this goal, the startling new book which brings this Psychology to you—to read from cover to cover entirely at our risk—is actually titled BEYOND SUCCESS AND FAILURE.

There are people, of course, who are trapped so tightly by these double pressures that their lives are squeezed into almost complete disaster. These are the chronic failures—or the alcoholics—or the compulsive gamblers—or the thousands of men and women who are continually forced to stuff themselves with food till they swell up like balloons.

But here is the all-important point: Even these self-destructive addictions—that have dominated these people's lives for years—that have been almost invulnerable to ordinary psychological treatment—have seemed to disappear of their own volition when these people tried a new kind of Negative Self-Therapy on them!

This new kind of Psychology is both startling and simple, and incredibly effective. In essence, it says that:

In order to escape from this double-pressure—for good—you need not learn anything at all! No rules—no formulas—no lessons at all.

Instead, what you have to do is this: UNLEARN the mental habits that are keeping you a psychological slave today!

Here are just a few of the traps it can free you from—starting with the very first evening you open its cover:

The Only Real Way to Win Other People's Hearts and Minds! BY SATISFYING YOURSELF FIRST!

One word of warning, however: This book is full of paradoxes. Statements (like the one above) will seem ridiculous at first glance—perhaps

even frightening. But then, as you read on, they will reveal themselves to be filled with the deepest and most ingenious truth.

For example:

Page 215 shows you why you must NEVER try to justify yourself when someone belittles you. And how to destroy their attack by doing nothing.

Page 66 shows you why the person who is trying to overwhelm you with their importance, is actually begging you for the one thing all their money can't buy. And why, if you know the right way to look, you will actually find such a person "naked under their mink coat."

Page 24 shows you why fear, hate, anxiety are NOT true emotions in themselves, but are the disguises inside you for another, hidden emotion from your childhood. And why, when you unmask this underlying childhood-delusion, fear of others seems to disappear overnight.

Page 178 shows you why when you feel "guilty" about a bad habit, you double its power to make you repeat it again. And page 181 demonstrates that no amount of will power is of the slightest use in giving up those bad habits. And why, if you want to break them for good, you have to relax yourself out of them.

And then, starting on page 194, you are forced to confront the supposedly "Unsolvable" personal problems that are turning your life into a shambles—and learn why they may actually be the easiest to solve of all. Again, you are shown the paradox that the more years such a problem has plagued you—and the "messier" you believe it is now—then the quicker the true solution can take over. ONCE YOU STOP FIGHTING THE PROBLEM, AND LET IT BEGIN TO CURE ITSELF!

Read It From Cover to Cover Entirely At Our Risk!

Plus so much more that we cannot even begin to outline it for you here. This book is worth reading—and we ask you to read it from cover to cover entirely at our risk.

One point must be made again, however: This is probably the simplest—and most beautiful—book on psychology you have ever read. This New Psychology believes that we are NOT bound by our past, but can be immediately rid of it—if we have the courage to follow a few simple NEGATIVE rules. These rules can be—and are—stated in language a six-year-old child can understand. They can be grasped immediately—put to work in your life immediately.

And they work. They are literally a new way to meet, and overcome, the painful and destructive situations other people (and ourselves) set up for us. They are hard-headed and rudely-realistic. And if you have the courage to try them, they can make a breath-taking difference in your life tomorrow!

Why not prove this to yourself—entirely at our risk—by sending in the enclosed coupon—TODAY!

INFORMATION, INCORPORATED 119 Fifth Ave., New York, N. Y. 10003

—MAIL NO-RISK COUPON TODAY—

INFORMATION, INCORPORATED

Dept. NYB-8

119 Fifth Ave., New York, N. Y. 10003

Gentlemen: Yes, I want to try a copy of BEYOND SUCCESS AND FAILURE by Willard and Marguerite Beecher entirely at your risk. I am enclosing the low introductory price of only \$5.98. I will use this book for a full thirty days at your risk. If I am not completely delighted... if this book does not do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D. CHECK HERE! Enclose \$1.00 good-will deposit. Pay postum balance, plus postage and handling charges. Same money-back guarantee of course.

Name _____
(Please Print)

Address _____

City _____

State _____ Zip _____

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Three words from this book saved this man's arm, and his life!

He had suffered a massive stroke. The doctors gave him one chance in five of living through that week. One chance in a thousand of ever using that arm again.

He knew he needed stronger medicine than medical science could provide. So he asked his son to bring to his hospital room the manuscript for this simple book of discoveries he had made about the metaphysical world. And that night—while he was waiting for the crucial angiogram the next day—he found on page 21 the three-word truth that gave him the defense against those deadly predictions.

That was two years ago. Today this same man is writing you this message—with the same right hand that the doctors said he would never use again—asking you to share in this world that begins where modern science stops.

You have never known the God-inside-you till you have shared this book.

Its basic theme is very simple. Old age, failure, disease and death are all illusions. There is a way to see beyond all of them. And one of the most effective of those ways, explored in this book, is a series of small, plainly-written but unfamiliar "Puzzles for the Soul".

There are forty-one of these tiny puzzles in this book. Each one of them is a miniature initiation rite into a different aspect of the hidden reality.

For examples:

If you are afraid of death—at any age, for any reason, from any cause—turn to page 10 and receive your first glimpse of a new kind of immortality. Then turn to page 54 to 56, and witness yourself—in picture form—before you were born, and after you die. And then, as the final key to this age-old puzzle, turn to page 151 and learn why you are

older than the stars, and will go on shining long after they dim.

Alone? Desperate? Afraid? Then you start on page 13.

The odds are a thousand to one that the words you read there will mean nothing to you. Because you are still, at that point, only at the first stage, your present stage, of pre-knowledge. So you follow the puzzle as it winds its way to page 60, and you see for the first time the others who will never leave you, and who need only to be summoned back again whenever you truly need them. And then, in the final rite, on page 150, you go beyond the longing for mere man, and make contact with a new God, who is all Gods in all their Buddha/Jesus/Allah/Jehova masks, and who banishes all fear with a single touch on your brow.

Are you trapped like a bird in a bottle? Then turn to the three words on page 21.

These words saved my sanity, my hand, and my life. I think they may have the same importance to you. They will make no sense when you first read them, just as being trapped in a too-narrow fate makes no sense. Study them for five minutes. Memorize them. Put the book away, and come back to it—on page 70—the next day. Now they will have the slightest glimmer of meaning to you, the slightest possibility of a workable hope.

Again, put away the book for another day. Then open it a third time, to page 154. Now the words will have changed to the size of a wide-open invisible door for you. A door that you may walk through out of that former "trap", which has now turned from "steel" to air.

These words I write here may make little meaning to you now. But I wish I could shake your hand with my "paralysed" hand to show you how very real they are.



If you choose death, you will die.
Why choose it?
If you choose sickness, you
will suffer.
Why accept it?
If you choose adversity, you will
be ground into powder.
Why allow it?

I should have died two years ago. But I lived to see this book published, to offer it to you. I want you to know that there is much in this book from Zen, from Christianity, from Modern science, from the new views we have of the universe and the stars and their residues in our own bodies. I have studied over forty years to construct these puzzles for your soul. They are simple, but they are not easy. You must spend some time with them. You must allow them continued meditation to penetrate to the deepest level of your awareness. Some of them will irritate you; some of them will infuriate you; some of them will haunt, and help, you for the rest of your life. They embrace all religions; they contradict none. I will be laughed at by my friends—especially the richest and most famous of them—by offering them to you in this way, and daring to use these words to describe them. I don't care in the slightest. There are certain acts a man must perform, to prove that he has paid the universe for allowing him to live.

This is one of them.
Eugene M. Schwartz

Mr. Schwartz's book is called "The Sound of One Mind Thinking". Its cost is \$6.95 plus \$2 postage and handling (or \$13 including postage if you wish the deluxe hard-covered edition). It has 160 pages, over forty hand-drawn illustrations by one of California's leading young artists. It is completely guaranteed, with no time limit. Simply send your payment to Eugene M. Schwartz Associates, Inc., 857 North Queens Ave., Lindenhurst, New York, 11757.

NOW! Gertrude Enelow says

THROW AWAY YOUR PILLOW

and wake up the next morning *looking and feeling up to ten years younger!*

This is the first real advance in deep, scientific, beautifying sleep in over 2,000 years. One of America's leading health pioneers—whose wonder-working methods are recommended by dozens of doctors and hundreds of newspapers and magazines—now brings you AN ENTIRELY NEW SLEEP DEVICE, as different from an ordinary pillow as the jet airplane is from the horse and buggy.

This revolutionary new SLEEP INDUCER is designed to give you the following benefits, from the very first night you place it on your mattress:

- 1) *Fall asleep in minutes*—no matter how much tension or frustration was crowded into your day.
- 2) *Sleep more deeply and peacefully* than you have known since you were a child. With no tossing and turning. No tension nightmares. No waking up and staring at the ceiling at 4 A.M.
- 3) *Turn every minute of that sleep into a beauty treatment* for your face and neck. So—at the very same time that your friends are pressing wrinkles into their faces by sleeping the wrong way—you will wake up the next morning with your skin smoother, your jaw line firmer, the appearance of your face far fresher and younger than you have known in years.
- 4) *Completely recharge the "Energy Battery" of your body.* So that six hours of sleep, this new completely-relaxed way, will be equal to ten hours of sleep the old way. So that you will bounce out of bed in the morning...have no need for a coffee break before lunch...soar effortlessly through the day's activities...and still have plenty of energy left over to dance till dawn if you wish to.
- 5) *Soothe away those aches and pains you build up during the day.* So that those throbbing muscles in your neck and shoulders become as relaxed as rubber again. Tired legs grow strong during the night. The small of your back—the worst pain source of all—is drained of stress, and soothed out of stiffness. So that you never wake up the next morning with a sore spine, or "pins and needles" in your arms or legs, or a stiff neck and shoulders. And years of "accumulated tiredness" seem to have evaporated from your body overnight.

These Are The Benefits This Device Will Give You—Starting With The Very First Night. Now Here Is Its Startling Background, So You can Understand Why It Must Work For You!

Once again, this revolutionary new SLEEP INDUCER—which you may prove to yourself, in your own home, for a full thirty days at our

risk—was created by Gertrude Enelow, one of America's leading health pioneers.

Perhaps you have read the thrilling articles describing Mrs. Enelow's wonder-working methods in the *Chicago AMERICAN*...*St. Louis City JOURNAL*...*Louisville COURIER*...and dozens of other newspapers and magazines—not only in this country, but also in England, Sweden, Germany and Norway.

Perhaps you are one of the many men and women who have been sent to Mrs. Enelow by doctors all over the country to help strengthen torturous backs...to gain desperately-needed sleep without tranquilizers or drugs...to bring back the natural energy, drive and vigor you may have thought was gone forever.

Or perhaps you are one of the 107,000 people who have already purchased Mrs. Enelow's phenomenal best-seller, *BODY DYNAMICS*—and learned that at last there has been discovered A NEW WAY TO SLEEP that automatically turns off your mind, and lets your body float effortlessly into a deep slumber. That automatically arranges the parts of your body in bed—so that every inch of that body is completely relaxed, freed from worry, disturbing thought, any tension at all from the day that has just passed.

This new method of effortless, automatic sleep has been tested on hundreds upon hundreds of men and women. And now it has been refined and perfected one step further! Now it has been BUILT INTO a revolutionary new sleep device, that simply replaces your present pillow. And then automatically positions your body so comfortably on your bed—without a single pressure on any nerve center...without a single joint resting on another...with the small of your back unburdened at last...with your neck and head so perfectly aligned, and even your ankles and wrists so completely free that sleep simply MUST come!

Again, There Is Nothing To Learn, Nothing To Practice. It's As Easy As Lying Down, And Closing Your Eyes.

What do YOU have to do, to use this revolutionary new SLEEP INDUCER? Simply this:

First, take your present pillow and put it in the closet. In a few days you will throw it away for good. But first, you will want to prove this SLEEP INDUCER to yourself.

Now, lay the SLEEP INDUCER on your bed. Notice, of course, that it is HALF the size of your old pillow. That it is made of foam-rubber feathers, and therefore ultimately comfortable. And, above all, that it has a tab at the bottom, that tells you precisely where your neck and head go.

This, of course, is the key. It is so simple that you will wonder why it has not been thought of before. It is so incredibly effective that you are about to have the most divine night of sleep you have experienced since you were a child.

Spend a few seconds glancing at the Position Sketch that accompanies the SLEEP INDUCER. Then lie down on the INDUCER with the tab underneath your neck, as the sketch shows you. NOTICE how this simple positioning of your neck, head and shoulder automatically arranges the other parts of your body—causes your entire body to sink so deeply into that mattress that it is converted, in seconds, into a completely relaxed, literally limp "human rubber-doll."

Now, for the first few minutes, simply luxuriate in the marvelous floating-freedom this position gives you. It's almost as though your body had absolutely no real weight at all. Notice again that even your neck muscles are relaxed, and yet strengthened. That your chin is automatically uplifted. That every inch of your face is being automatically smoothed, and glowing, and toned. That—as you seem to have suspended gravity and anxiety at the same exact moment...as you irresistibly begin to drift off into a deep, soft dreamless sleep—your entire face, neck and chin are about to be given a full eight-hour beauty treatment.

And then—when you wake up the next morning more refreshed than you have known for years—go directly to your mirror. You may gasp in joy at the new youth you will see in that mirror that very same morning!

Try It At Our Risk.

But you must actually try this revolutionary new SLEEP INDUCER yourself, to believe it. Its cost is only \$14.98 complete, with custom-made pillow-slip. This is less than you would pay for a first quality ordinary pillow. It is far, far less than you may be spending today on tranquilizers or other types of sleeping pills. And we promise you that its results will astound you from the very first night—or every cent of your money back.

You have absolutely nothing to lose, and everything to gain. You are perfectly aware that sleep—deep, relaxed, completely-natural sleep—is the greatest source of energy your body and mind will ever have. You know that right now, having lost this vital gift of sleep, you are draining energy and youth out of your body the same way that a leak drains air out of a tire.

This is your chance to stop that energy-leak, stop that youth-drain, stop those nights of sleepless torture. Prove it yourself, entirely at our risk—TODAY.

INFORMATION, INCORPORATED

119 Fifth Ave., New York, N. Y. 10003

MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED

Dept. NY-3

119 Fifth Ave., New York, N. Y. 10003

Gentlemen: Yes, please send me Gertrude Enelow's revolutionary new SLEEP-INDUCER, to try for ten days entirely at your risk. I am enclosing only the low introductory price of \$14.98 complete, including custom-matching slip case.

I understand that I must be absolutely delighted with this amazing SLEEP-INDUCER, from the very first night I try it. If I am not, I may simply return it to you, for every cent of my money back at once.

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. postage and handling charges. Same money-back guarantee, of course.

Name _____

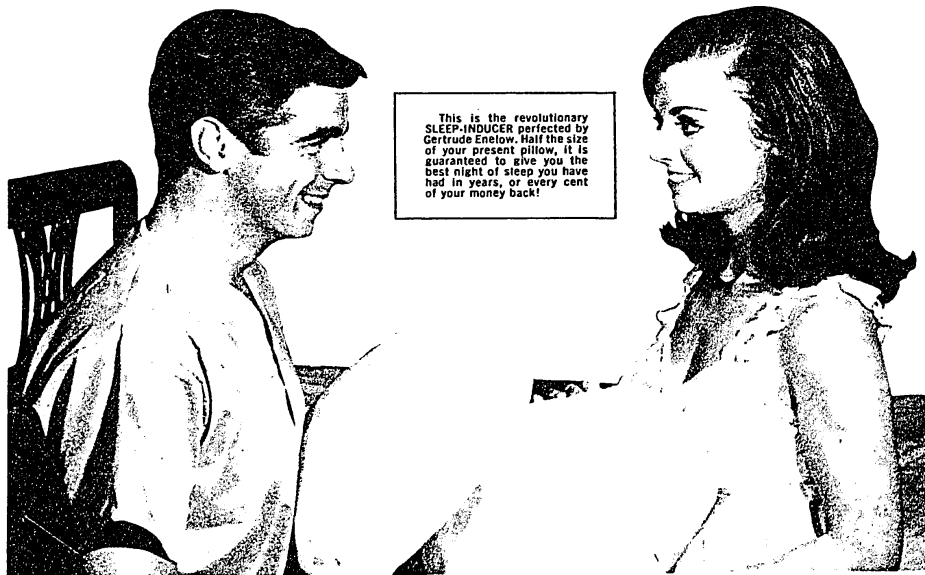
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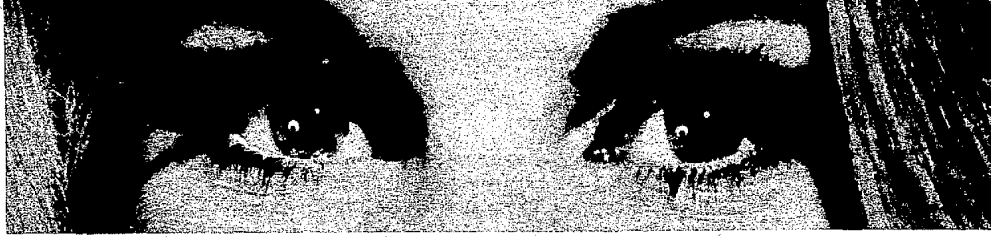
City _____

State _____ Zip _____

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This is the revolutionary SLEEP-INDUCER perfected by Gertrude Enelow. Half the size of your present pillow, it is guaranteed to give you the best night of sleep you have had in years, or every cent of your money back!



YOUR EYES CAN HEAL THEMSELVES

once you learn to relax them back towards normal, this eye specialist's ingenious way...

If You Suffer From A Single One Of These Torturous Symptoms Of Weak Eyes—Bad Eyes—Failing Eyes—THEN THESE FACTS BELOW MAY BE THE MOST IMPORTANT YOU HAVE EVER READ IN YOUR LIFE!

Because they reveal, for perhaps the first time in your life, how the muscles surrounding your eyes may have tricked you into the following agonizing symptoms: Near-sightedness . . . Far-sightedness . . . Astigmatism . . . The inability to read without glasses . . . Crossed eyes . . .

Easily fatigued eyes, and the headaches, tension, anxiety, insomnia, and bone-weariness they so often cause . . . And any other condition of the eye that causes you to be a prisoner of glasses, where you are forced to watch your eyes weaken year after year; and go back to that doctor, year after year, for new glasses that are always thicker and thicker, stronger and stronger, uglier and uglier than the year before!

And Every One Of These Symptoms May Actually Be Controlled . . . And Then Diminished . . . And Then Eliminated—OFTEN BY AS LITTLE AS THIS ONE SIMPLE INSIGHT INTO THEIR HIDDEN CAUSE!

And that insight is this:

If you suffer from any of the symptoms listed above, then you must understand at once that your eyes are not ill . . . they have not deteriorated . . . they have not lost their true power to see in any way!

What has happened to them instead is simply this:

What has gone wrong with your eyes is not their lenses themselves, but the muscles surrounding them, that focus those eyes by lengthening or flattening them!

If these muscles are used properly, then your eyes are focused correctly, and you see sharply and clearly. But if you mis-use these muscles—if, for example, you clamp them around your eyes too tightly—then you will unconsciously and habitually throw those eyes out of focus, and you will develop one of the agonizing symptoms listed above!

(It's exactly as if you were playing golf or tennis, and you habitually tried to hit the ball too hard. Your muscles tighten to the point of "freezing" . . . you lose your natural coordination . . . every move you make is "blurred" in one way or another . . . and after awhile your entire body aches with fatigue!)

So "Weak" Eyes Are Caused By Tense Muscles! And To Make Those Eyes Strong Again, You Have To Learn How To LOOSEN Those "Rigid" Muscles, AND LET YOUR EYES "FLOW BACK" INTO CORRECT FOCUS AGAIN!

Let us repeat this vital fact: To correct any or all of these symptoms, you do not exercise your eyes! You do not strengthen your eyes! You do not place more strain or pain or burden on those already-overburdened eyes at all!

What you do instead is this: You simply learn how to RELAX those tightly-clamped muscles, in the ingenious fashion taught to you by this internationally-famous eye-specialist and physician!

In other words, you stop fighting these agonizing symptoms (which only intensifies them in an ever-increasing spiral of poorer and poorer vision), and—instead—give them the soothing treatment that lets them "loosen up" and start healing themselves!

And—once you have coaxed relaxation back into those overstrained eyes, just as the normal eye is always relaxed when it sees without effort—then you can gently and effortlessly RE-TRAIN them to lengthen and shorten the eyeball as they really should!

And then, finally, once your eyes have been trained to stop overstraining . . . to focus normally again, without conscious effort . . . to loosen up enough to automatically shift focus 70 times a second, exactly as the normal tension-free eye does—then those eyes will,

HOW DR. WILLIAM M. BATES ARRIVED AT HIS REVOLUTIONARY DISCOVERY...

"Why," asked this renowned eye specialist, several years ago, "if glasses are the correct procedure for sub-normal eyes, must these glasses be strengthened because the eyes under their influence have weakened?"

Anyone who has worn glasses knows this to be the usual case. But, logically, if a medicine is good, the doses should be weakened because the patient has grown stronger!

Therefore, Dr. Bates drew his revolutionary conclusion: That the outer muscles of the eye, and not the lens, when they are mis-used, cause blurred sight! And that we make our own eye troubles, by tightening the wrong group of muscles on the outside of the eye-ball!

All the rest you see on this page follows inevitably from this simple fact! And it has never been refuted, though for purely commercial reasons it is not generally accepted in this country!

from that moment on, give you sharper sight, clearer sight, more perfect sight, every single day that you continue to use them!

Think Of Eyes Growing Sharper And Sharper Each Day, Instead Of Fuzzier And Fuzzier! Think Of Glasses Being Put Away, For Longer And Longer Periods, TILL FINALLY YOUR FRIENDS AND FAMILY GASP IN DELIGHT AS YOU NO LONGER NEED THEM AT ALL!

Again, the key is Scientific Relaxation! Freeing the eye to do again what it once did automatically and unconsciously! Allowing the clear, brilliant sight which still remains within the eye to spring back to life, once the "muscle-chains" that are clamping it down are released!

And the results are often astounding! Let us give you just a few—directly from the pages of this great book:

"Simple as this (relaxation) drill seems, it tricks the sub-normal eye into doing all the natural things that the normal eye does unconsciously . . . As your vision improves daily you will get the effect that all the world has had its face washed."

"Suddenly the muscles let go, shaping the eyeball normally for a moment or two, so the entire panorama stands out perfectly just as with normal vision. The vision is so vivid and comes so suddenly that it literally takes the breath away, and they gasp or cry out. These flashes are sure proof that the vision is within the eye, as soon as the eye can be relaxed to permit vision to take place. Vision is like a faucet: tension turns it off, relaxation turns it on."

"I once worked with a cataract case, whose vision we had improved with our method to such an extent that I called in a doctor, who worked sympathetically with us, to examine his eyes with a power ophthalmoscope. One eye the doctor found to be entirely cleared of cataract."

In Fact, Case History After Case History Proves That Cure May Be So Dramatically Fast That Even Your Ophthalmologist May Beg You For The Secret!

Once again, it doesn't matter which of the agonizing symptoms listed above you are suffering from right now . . . how "deeply entrenched" they are . . . how long you have been plagued by them . . . how "weak" or "failing" or "out-of-control" your eyes may feel today! Here is specific, step-by-immediate-step advice that will

IMPROVEMENT BOOKS CO., Dept. #839
13490 N.W. 45th Ave., Opa Locka, Fla. 33059

If You, Or A Loved One, Suffer From Serious Eye Damage (Such As The Following) READ THESE FACTS AT ONCE:

The most amazing thing about the Bates Method of relaxed vision, described on this page, is the fact that formerly "hopeless" conditions of the eye—such as atrophy, glaucoma, cataract, sympathetic ophthalmia and even detachment and hemorrhage—may often be improved by its methods, if there is any vision left at all with which to work! Read the full details on page 94. Try it yourself, without risking a penny, today!

(again to quote directly from the book itself) "be free from pain and discomfort, able to do normal seeing in God's sunlight!"

For example:

Why, with this method, no strain at all is necessary; any strain at all interferes! And therefore you must PLAY at your simple relaxation drills! Do them easily! Don't make work of them—since they are NOT exercises; but looseners!

Why this method is completely harmless, since it is relaxation, and not exercise. And relaxation is never harmful!

Why this method removes both physical and mental strain! And why, as you relax, this proper way, the act of relaxation actually speeds circulation through your eyeball, to carry away impurities and bring fresh stimulation to the retina!

Why even blindish, dimming eyes have greater vision after only one of these simple treatments!

Why this treatment's beautifying effect on the eyes is "miraculous"! Why eyes treated this way have a sparkle and high luster that no beauty drops ever give! Are never watery, gritty, itching or bloodshot! Why they are suddenly turned into wide and "shining-youthful" eyes!

Why this method automatically, as a blessed side-effect promotes restful sleep, and combats even long-standing insomnia!

Why most myopic (near-sighted) eyes can be brought to "complete normalcy" by this method!

Why "old-age sight"—the inability to read without glasses—can now be forestalled and prevented in all types of eyes!

How both motion pictures and television can now be both effortless and good for the eyes—and actually used as sharp-vision builders for sub-normal eyes!

And—perhaps most startling of all—why even failing memories can often be restored by improving the vision this way!

Is It Worth One Day Of Your Time To Prove That You Can Make Your Eyes Grow Sharper, Instead Of Weaker, From This Moment On? If Your Answer Is Yes, Send In The No-Risk Coupon . . . TODAY!

MAIL NO RISK COUPON TODAY!
IMPROVEMENT BOOKS CO., Dept. 9839
13490 N.W. 45th Ave., Opa Locka, Fla. 33059

Gentlemen: Please rush me a copy of HOW TO IMPROVE YOUR SIGHT, #80143, by Margaret Darst Corbett! I enclose \$3.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for \$ _____

NAME _____ Please print

ADDRESS _____

CITY _____

STATE _____ ZIP _____

N.Y. & Fla. res. please add appropriate sales tax.

ONE DAY WITH THIS MAN COULD MAKE YOU RICH!

He has already shown thousands of men and women how to "bootstrap" themselves into their own spare-time business ... pull in as much as \$1,000 to \$10,000 net profit in thirty short days, *without even risking their present jobs!*

And he's willing to prove this to you—face to face on April 26th—*without your risking a single penny!*

Here's how:

This is your personal invitation to a "SEMINAR FOR FUTURE MILLIONAIRES"! It is given by America's most successful "Start-from-Nothing-Millionaire"...E. Joseph Cossman, who started a spare-time business for himself with a kitchen table for his desk, a few hundred dollars and an idea. And who, today, at the age of 49, has retired with over \$1,000,000!

And the most important fact of all...Joe Cossman made this \$1,000,000 almost completely by mail order, using other people's effort and money, and in less than a few years from the time he was working as a \$65-a-week shipping clerk with "no future".

Let me repeat that fact again: Just a few golden secrets—secrets you are going to learn at the Commodore Hotel in Manhattan on Saturday, April 26th, netted this man over \$1,000,000.

Is this seminar for you?

If you are on salary, working for a living, and want to be your own boss...if you want to make additional income in your spare time...if you have a product, or an idea for a product, and want to know how to market it...if you are in your own business and want to increase your sales...then this one day seminar can be the most profitable...as well as exciting...you have ever spent in your life.

Here are only a few of the money making secrets E. Joseph Cossman gives you in this

UNIQUE SEMINAR FOR FUTURE MILLIONAIRES:

If you'd like to start a spare-time business with as little as \$100 spare cash —

5 How would you like to get a commission on almost every house sold in your neighborhood, without registering as a real estate agent, or even leaving your front porch.

5 Or even use this fantastic new way to form your own race-horse syndicate—where for only \$18.50 a month, YOU own a thoroughbred that may win thousands!

5 How to get perfect strangers to send you as much as \$100 a year each, for ten years, just for reminding them of certain critical dates. (You never see them; you never leave your home.)

5 How \$1, and this simple twist, can put you in the import business—right up to the point where you're selling franchises to others.

5 An introduction to one of the cleverest (and completely legal) lotteries in the world. You risk \$10. You get an oil or gas lease in return. (One man has already made a million dollars for exactly the same kind of investment.)

5 How to turn ordinary rocks (and an ingenious idea) into instant money. (This one is so simple, you may kick yourself for not thinking of it.)

5 An introduction to one of the cleverest (and laziest) men in the United States. He works from 4:30 to 7:30 five nights a week—and earns over \$12,000 a year. His gimmick: a stroll through a shopping center parking lot, a couple of part-time high school kids, and an irresistible message written on a 5-inch by 8-inch card.

5 Invent one of these, and make up to a million dollars overnight (a startling complete list).

5 A new kind of bicycle, that smart operators are now using to bring in up to \$1,000 a day. (Yes, I said up to \$1,000 a day.)

5 The inside story on why one of the biggest service businesses in the world simply cannot advertise. And why they will therefore pay you up to \$1,000 for a simple prospect's name. (If you just like to talk to people, this simple inside-knowledge could make your spare-time

worth as much as \$15,000 to \$20,000 extra to you every year.)

5 A new European trick that nets you big earnings from other people's misfortunes, with almost no work.

5 How to turn once into a steady income, for one day's work a week. (This idea has worked so successfully for one man in Minnesota, that he has customers waiting a full year to buy from him.) You can do the same thing, for pennies.

5 How to buy old books for 2¢ each, and sell them for \$2 apiece with one simple twist... How to turn deserted old buildings into gold mines... ingenious little ads (given to you word-for-golden-word) that cost only \$5 or \$10 each, and bring hundreds flowing in every month...

If you're already in business for yourself —

5 Cash an Insufficient Funds check, with a simple phone call!

5 Hire a \$100,000-a-year executive as consultant for your company, for nothing!

5 Get the United States Government to display your product in 100 foreign lands, FREE!

5 Run a "disguised Ad" for your product in one hundred newspapers, for as little as 5¢ each!

5 Get FREE art work from now on for your ads.

5 Draw credit reports on most any firm outside of the U.S.A. for only \$1.00 each!

5 Receive a free list of hundreds of brand-new products every month, that you can use on for a song.

5 Save up to \$100 a week on typing costs, by making one simple change in your office procedures.

5 Be wined and dined in top executives' homes all over the world by making a simple phone call.

5 Sell a product by mail order, with positively no risk of your losing any money on the ad.

5 Appear (or have your product appear) on up to 200 TV stations for as little as \$50!

5 Get dozens of FREE distributors abroad—all by writing one double paragraph letter!

5 A sure-fire way to protect a hot new idea, so you can show it to every big company in the world, and they haven't got the slightest chance to steal it!

5 Buy a teen for a few hundred dollars. Or a cabin cruiser or a helicopter for pennies.

5 Buy your way to test a new product, before you invest a cent in it!

5 The right way to investigate a franchise—so you can't be taken for your money!

5 Exhibit at a trade show, even if you don't want to pay a penny for the space, the travel or the personnel to get there!

5 Put on a national sales organization in one evening!

5 There is one time only during the year when it is possible for you to contact the president of the largest company, when he is not protected by receptionists or secretaries, and when he will welcome anything you want to say!

5 The Super Product! It costs 40¢, sells for as much as \$10, needs no tools or dies! It's not put it to work for you tomorrow!

5 Sell thousands of dollars of a NEW product.

FREE!

Send your no-risk enrollment application today with full payment of \$25 and we will send you ABSOLUTELY FREE Joe Cossman's private collection of 70 "SUPER MONEY-MAKERS" YOU CAN USE TOMORROW!

Here is a permanent source of business secrets covering Joe Cossman's most valuable smart money methods. All simple money formulas, and known to 99% of all people. Now yours entirely without cost or further obligation, when you register with payment in full.

THE E. JOSEPH COSSMAN SEMINAR FOR FUTURE MILLIONAIRES

Hotel Commodore, 42nd Street,
next to Grand Central Station,
New York, N. Y., April 26, 1969,
10 A.M. to 5 P.M.

For reservations or further information,
mail the coupon or
phone (212) JU 6-1600.



E. JOSEPH COSSMAN

One of America's most colorful businessmen. Started with a capital of \$215, and built it into a multi-million-dollar-a-year business—with branches in almost every country in the civilized world.

Always an innovator—and one of the most effective money-making teachers in business history—Mr. Cossman gives over one hundred speeches a year before Chamber of Commerce groups, business organizations, sales promotion and marketing executive clubs in this country—and such world-renowned institutions of higher learning as the Sorbonne of Paris. All this in addition to his radio and television appearances with Steve Allen, Groucho Marx, Art Linkletter, Johnny Carson, Mike Douglas, John Reed King and dozens more.

Mr. Cossman's interest in little-known business money-makers has yielded him incredible rewards. Just one phone call he made to the government—which he describes in full at his fascinating seminar—resulted in a contract with an overseas firm for one of his products, that netted him \$50,000 a year—as a minimum! His best-selling book, "How I Made \$1,000,000 in Mail Order" is used as a text book by many colleges in their marketing classes. His newest book, "How to Get \$50,000 Worth of Services Free Each Year from the U.S. Government" is acclaimed by professional businessmen as a major contribution to the business world.

before you bring it out or even spend one penny to make it!

ACT NOW!

RESERVE YOUR PLACE TODAY!

Remember...to make big money you need no special training, higher education or unusual abilities. All you need are the proven, practical money-making techniques and formulas you will learn at this Seminar.

Since the E. Joseph Cossman Seminar will be limited to a certain number of people and no more, please do the following to assure yourself of a reservation:

1. Fill out the APPLICATION FOR ENROLLMENT below.
 2. Mail it with your check.
- Do it NOW...and start yourself on the road to financial independence.

OUR UNCONDITIONAL GUARANTEE!

If by 12:00 Noon you haven't received literature, materials and information worth more than 10 times your registration fee... in your opinion... not ours... then we will refund at that time every cent you paid!

NO-RISK ENROLLMENT APPLICATION Enrollment will be limited

E. Joseph Cossman
c/o Information, Incorporated, Dept. NYT-11
110 5th Avenue New York, N.Y. 10003
Phone: JU 6-1600 (Area code 212) If you live outside 212 area, call us collect.

I am interested. Rush me more information on the SEMINAR FOR FUTURE MILLIONAIRES.

I Reserve a place for me. I will pay at the door.

I Enclosed is my check for \$25, which covers my registration for the SEMINAR FOR FUTURE MILLIONAIRES, lunch and all materials. Also cash me my free copy of 70 "SUPER MONEY-MAKERS" YOU CAN USE TOMORROW!

If by 12:00 Noon you haven't received literature, materials and information worth more than 10 times your registration fee... in your opinion... not ours... then we will refund at that time every cent you paid!

Name _____
Address _____
City _____
State _____ Zip _____
Phone _____

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COMMENTS ABOUT PREVIOUS SEMINARS

E. Joseph Cossman's Seminars have literally changed the lives of hundreds of people. Here are just a few of the many letters he receives each week, attesting to the benefits people receive from his seminars.

Arnie Rojan writes:
"I was broke, in a dead-end job, and disgusted with myself! I had an idea for artificial animal runs, but didn't know where to start. Then I discovered the E. Joseph Cossman methods of bootstrapping yourself into business. Following your teachings, I started to manufacture and sell my runs in my spare time while I held onto my job. Thanks to you, I was able to quit my job and develop my product to a point where I sold out a month ago for \$100,000 cash and a royalty on future sales! Not bad for a high school graduate whose parents never had more than \$2000 cash at any one time."

Bob Ashton writes:
"Briefly, I am unknown in the composing field. Nonetheless, my album "Songs of Living Faith" topped the field of 421 others and won second place in the annual Emmy awards. Thanks to you and your marketing methods, we are now the second leading contender for individual volume on any one album in this category. The European market (especially Sweden) is opening up beyond all imagination."

Jane Ellis writes:
"I feel compelled to write to you because, as a result of your seminar, I became an instant success story! I've been in merchandising for 15 years as a retailer and also as a manufacturer's representative. During the past few months, business in the home furnishings field has been extremely slow. As a result, I guess I fell into the slump along with the loss of sales."

"Then came the Cossman Seminar! Following your methods, and only ten working days after your seminar, I put on a national sales organization that has been sending in orders at the rate of several hundred dollars a day. I've just tracked the premium field and my first order was for \$10,000! I can't begin to tell you what you've done for me. I feel that I have been wanting years and ideas until I attended your seminar. Thank you so very much."

Thanks to your Seminar, I now know how to find a product, how to conduct business research, how to prepare, produce, promote and push a product to success. Thanks a million! Ed Rowe, Manufacturer

I learned more from your Seminar about how to make money than I learned in my four years of college. Your Seminar gave me the finest and most practical insight imaginable in the field of money making opportunities and product merchandising. Rudy F. Schmidt, C.P.A.

I would say that this Seminar is worth several thousand dollars to me in the time I will save in the blunders I won't make. Excellent in all respects. Al Brown, Sales Rep.

I am really grateful to you, Your Seminar was just what I needed to get me started on my own. Hal Bond, Sales Rep.

Your course has been so stimulating and challenging that it has provided an impetus for me to take action and establish a business in my spare time. Patty McCormick, Teacher

Thanks for giving us our start. Our young company grossed over \$15,000,000 in sales in its first full year of business. W. A. Payne, Chemical Sales

Thank you for opening a whole new world for me. Never in all my 41 years have I ever had such a feeling of being alive. Robert A. Turner, Businessman

Your step-by-step directions for successfully marketing a product is being put to the right now with one of our own products... and your formula works! Using your methods, we have actually built a national sales organization overnight for just a few dollars.

Charles Christopher, Ad. Agency
My head is still swiveling from the exposure to your Seminar which taught me more ways of marketing than my past 10 years of experience.

I never realized how much I didn't know until I attended your Seminar. Our course should be taught in every college in this country.

Peter Newman, Inventor
A big benefit I received from the seminar was the lift it gave to my personal courage. I'm now certain I can do something more than stick at one type of job all my life. Robt. Bridges, Shipping Clerk, pa

IS IT POSSIBLE?

An Automatic Income for Life of \$20,000... \$50,000... \$100,000 a Year... Without Working... from a Business That Runs Itself!

"I'll show you dozens of plans you can start easily — without investing a cent!" says Ty Hicks.

Dear Friend:

Did you ever stop to think how great it would be to have an automatic income for the rest of your life — an income that goes on whether you work or not? An income of \$200... \$400... \$800... \$1,000 a week or more, to do with as you please.

Believe it or not, there are actually scores of businesses that could be bringing you a fortune, without your lifting a finger! Easy, proven, money-making businesses that practically run themselves — to give you extra income without work! All you bring to them is a little ingenuity and the step-by-step methods outlined in this book!

Furthermore, you can get into many of these businesses, in your spare time — and build a fortune fast — starting with no money of your own! That's right! An automatic income, without investing a cent!

For Example —

- I'd like to tell you about a method a former blue-collar worker uses — requiring no equipment other than a pencil and paper, and no special skills. He helps other businesses get started. As part of his fee, he becomes a "silent partner" in each business. Today he has an income of more than \$50,000 a year, from some 15 businesses. Yet he doesn't work even a minute a month at any of them!
- In another spectacular fortune-making method, all you do is make up company names, and sell them to companies that need names. Using this method, one fortune builder sold nearly \$30,000 worth of corporate names in 6 months. And in the next six months, she sold \$237,700 worth of names! All without investing a cent of her own!
- And I'd like to show you how another fortune builder acquired a business that practically runs itself — a parking lot — without spending a cent of his own, even though he was a bad credit risk. Today, he owns 14 parking lots. His net income from each lot is \$15,000 per year, giving him a total net income of \$210,000 per year!

I Want To Tell You All About These — And Many Other — "Automatic Income" Opportunities Entirely At My Risk Like This:

Success can, and will be yours — if you use these suggestions and apply these techniques. I use them myself. My name is Ty Hicks. Today I have several automatic incomes going for me. "Automatic" because I spend less than TWO DAYS A WEEK, supervising these businesses — with ample time for things like travel, entertainment, hobbies!

Yet not one of these businesses cost me a cent to start! You'll find the full details in a new book which I have written... an eye-opening, profit-laden book that shows you a dazzling array of powerful, proven, money-making opportunities... 90% of which require little or no cash, and even less effort! To get it — free for 10 full days, simply fill out and mail the enclosed post-free card, and you'll receive your copy of:

How To Borrow Your Way To A Great Fortune!

In this book you'll find scores of tried and proven ways to borrow money quickly, and use it to build a fortune... Whether you're a man or woman, old, young, married, unmarried... Even if you haven't got a job... or are a member of a minority

ABOUT THE AUTHOR

Ty Hicks has built several fortunes for himself and others, using the methods he gives you in this book. Today he has several automatic incomes going for him. "Automatic" because he spends less than two days a week, supervising these businesses — with ample time for things like travel, entertainment, and hobbies!

More amazing still, he began his search for wealth with no contacts, no private fortune, his father having died when Mr. Hicks was only 14. Today he is personal adviser to many aspiring fortune builders. His activities include conferences on business planning, at \$50 an hour.

During his career, Mr. Hicks has made money in hotels, apartment houses, rental real estate, boating, shipping, publishing, amusements, the stock market, printing, engineering, and theaters. He is at present the owner of several important service industries, as well as the author of three other best-selling books: *How to Build a Second-Income Fortune in Your Spare Time*, *Smart-Money Shortcuts to Becoming Rich*, and *How to Start Your Own Business on a Shoestring and Make Up to \$100,000 A Year*.

work for you!

- You'll discover...
 - How you can get up to \$5,000 easily on your signature alone, even if you have been refused before!
 - How you can get up to \$5,000 for as little as \$8 a month!
 - How you can get as many as six signature loans, for \$5,000 each — in ONE DAY — for a total of \$30,000!
 - How you can get a large sum of money — thousands of dollars — that does not have to be repaid, is interest-free, tax-free, and can be used for any business purpose, including your salary!
 - Over 10,000 ready sources of cash for you (many by mail)!

I'll show you how to use a loan as your springboard to riches! For unlike a car or TV loan, which doesn't pay you anything back, except pleasure, a business loan will often pay you a PROFIT of \$50, \$100, \$200 or more PER WEEK!

Put these wealth-studded tips to work and you can soon be richer than you ever thought possible.

Instant Money Can Be Yours!

Every year, thousands of beginning wealth builders hit the big money by using borrowed money. Many of these have no credit rating of any kind when they start. Yet they hit the big money! Let me show you how! I'll show you how you may get all the money you need in a few hours — maybe even a few minutes!

Fantastic Fortune-Making Bargains!

There are unbelievably powerful fortune-making bargains available to you today. Opportunities — open to everyone — that you can take advantage of, with little or no cash, that can stuff wads of profit dollars in your pocket, quickly and easily!

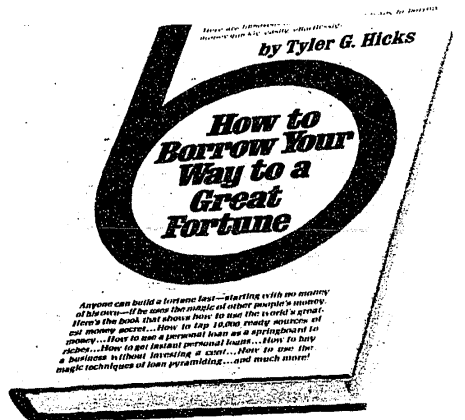
- For example, you'll discover...
 - How a \$23,500 split-level home was purchased for only \$180.22 — and sold for thousands of dollars profit!
 - How a 27-room mansion on 13 waterfront acres was purchased for only \$98.13!
 - How a \$12,000 farm-style home was purchased for \$55!
 - How you may "mortgage out" — a technique that gives you ownership of a property with no money down and with a cash payment to you!

Incredible as it seems, these opportunities are in your local area right now! You don't need any kind of "luck" to find them. I'll show you exactly how to find such fortune-making bargains right away, in the pages of my book. Just apply a little imagination to fit them into your own situation — and you're on your way to a fortune like these.

Shortcuts That Zoom Your Income!

You can, by using the methods in this book, make yourself a millionaire. Others have done exactly that. I've watched them. People like —

- Cliff R. Using the secret just mentioned above, Cliff purchased and sold some 25 properties in a six-month period. His profit on these deals was \$68,000!
 - Sam T. used another one of the sources revealed in this book to get \$400. He invested this money in valuable postage stamps, and sold them to fellow stamp club members. Within 3 years, he was worth \$500,000!
 - You'll see how Larry M. got the money he needed to buy \$14,000 worth of paintings. In 2 years, he was offered almost FIVE TIMES as much for them. But Larry waited another year and sold them for more than SIX TIMES the purchase price: \$100,000. This is a neat income — particularly when you remember that Larry didn't invest a dime of his own!
 - Ben D. considered such a poor credit risk that six banks had refused him time after time, used a method revealed in this book to get a \$50,000 five-year loan in less than 30 minutes! He used this money to buy a restaurant. Today, he has five booming restaurants, and more money than he can spend!
 - Joel L. started with a gas station which he took over, using one of the many easy loans I tell you about. Once Joel had the gas station, he began to look around for other easy-money businesses. Soon he had a real estate office, a pet shop, a hardware store, a second gas station, and a laundry. His net income from these businesses was \$75,000 the first year!
 - Herb F. was a mailman for the Post Office, in a little town in the Midwest. Using the method I tell you about — for obtaining large sums of money for as little as \$8 a month — he obtained \$40,000 without putting up a cent! He used this money to buy a \$600,000 motel. Today he's on easy street. Yet it took him only a few weeks to hit it big!
 - Clint T. couldn't stand the 9-to-5 routine of his job. He decided he had to make a pile of money as quickly as possible. Using one of the sources revealed in this book, he borrowed \$2,000 and invested it in a meat business. In less than 2 months, he made a profit of \$12,300 — OR OVER \$200 PER DAY FOR DOING NOTHING, while he had other people's money invested!
- Everywhere I go in this world, I meet successful, wealthy people. Were you to travel with me you'd meet these rich people in the best hotels, the finest restaurants, exclusive clubs, and the biggest resorts. What's more, you'd learn a great secret from these wealth builders:
- Nearly every person who built great wealth for himself in recent



years did so with little or no cash and wound up with a lot of money!

If you met these people, as I have, you'd soon be convinced that the best way to build a fortune today is by using OPM — other people's money. And you would be right. It is the most powerful, the greatest key to fast riches, starting with little or no cash, known in the world today!

Use A Loan As Your Springboard To Riches

Thousands of people have asked me — How, and where, can I borrow the money I need to start, expand, or improve a business? My new book, HOW TO BORROW YOUR WAY TO A GREAT FORTUNE, tells you! It probably gives more sources of loans than any other book ever published — small loans, big loans!

There are hundreds of profitable deals you can set up, using this ready cash! You'll learn about these in my book. I'll show you how to get into a business that's

- Simple to run!
- Gives an immediate income!
- Can grow quickly!

... and give you an automatic income for the rest of your life, perhaps! An income that goes on whether you work or not!

MAIL NO-RISK COUPON TODAY

INFORMATION, INCORPORATED
Dept. NY-10
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me a copy of HOW TO BORROW YOUR WAY TO A GREAT FORTUNE by Tyler G. Hicks. I understand the book is mine for only \$7.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at my risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is my payment. Please charge my credit card:

Signature _____
 American Express Bank Americard Diners Club

Account No. _____

Name _____

(Please print)

Address _____

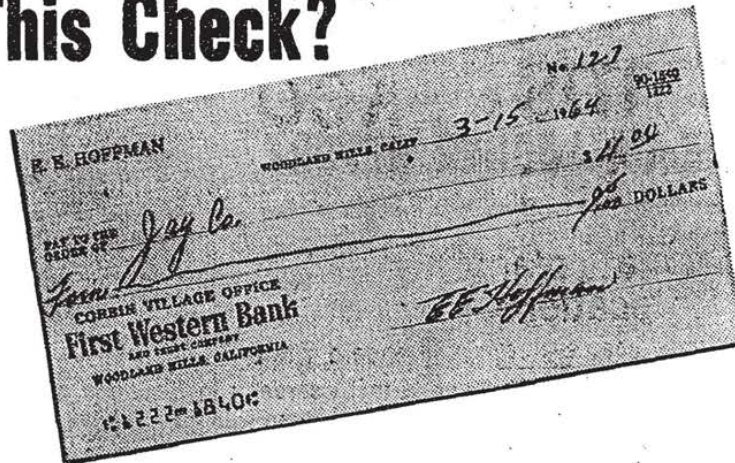
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Can You Spot The 6 FATAL ERRORS In This Check?



The chances are ten to one that you make at least one of these errors every time you write a business or personal check! Yet any one of them can cost you thousands of dollars in forced and stolen money—if you do not take this one simple step to correct them today!

Do you know that check forging, check stealing and check kiting are today a billion-dollar racket? That every week thousands of individuals and business firms are fleeced out of months of hard-won earnings—simply because some "check-artist" takes advantage of one or two "natural mistakes" they make when they write their checks?

Do you know that when you write a check the wrong way, you lose control of every cent you have in your bank balance until you receive that check back in your hands at least thirty days later?

Do you know that the check-artist doesn't even have to get his hands on your check to rob you of every cent you have in the bank! That every time you sign an ordinary letter—every time you sign a delivery receipt—you place yourself at the mercy of the professional forger—unless you learn these few simple tricks to protect yourself forever!

AT LAST! A SHORT SURVIVAL COURSE IN CHECK WRITING—FOR PEOPLE WHO REFUSE TO BE ROBBED!

There are at least fifty ways in which a check forger can rob you of your money! And every one of them is exposed in perhaps the most startling and fascinating book you have ever read—*Billion Dollar Check Racket* by E. E. Hoffman.

Here is just a sample of the amazing information it gives you—yours to read from cover to cover without risking a penny!

How a simple trick with your initials can prevent the loss of thousands of dollars in forced checks every year.

The five-cent robbery that most businesses never even recognize and that ends up draining out as much as \$5,000 a year!

The five-minute-a-month error most check writers make, that completely frees their bank from any responsibility it may have for cashing forged checks on their account.

What to do if someone does force one of your checks—the step-by-step procedure to get the bank to pay for the loss!

How the back of your check book can cost you a fortune!

The revealing story of a professional man who lost thousands of dollars because he made one tiny mistake on his deposit slips!

The one simple secret of preventing disgruntled employees from using their pay check as drains on your bank account.

How the wrong kind of check protector can give the forger hundreds of free dollars of your money! How many kinds of "safety paper" can be altered by the clever forger—and what to do to prevent it!

How to make your own foolproof "check protector"—for exactly 1/10¢ per check!

And this is just the beginning! Wait till you read this—

HOW TO MAKE YOUR CHECKS FOOLPROOF—AND CUT YOUR BOOKKEEPING TIME IN HALF!

The one simple secret of having a business or personal check imprinted—the right way—that cut a forger's chances down by 99%!

How to protect yourself when you endorse a check! The one "natural" mistake to avoid when you pay part-time workers by check! How to send your check through the mail the right way (the wrong way, which 90% of all check writers habitually use today, can cost you every cent you have in the bank!).

Stop-Payment Orders—how they may be used for or against you! Certified Checks—how the forgers use them to rob you of a fortune!

How a dishonest bookkeeper can use a check protector to drain thousands of dollars out of the firm's bank account into his own!

99% of all people make this suicidal mistake on the dollar line of their checks—do you!

How the forger can personally cash a check you've made out to a reliable business firm—and how you can prevent it forever!

How a ball-point pen can cost you a fortune—if you make this one common mistake!

The right and wrong way to make out a check at a public counter (Watch out—the wrong way can cost you a month's salary!).

How a cancelled check can cost you TEN TIMES its face amount — THE SECOND TIME AROUND!

And much, much more! Dozens upon dozens of money-saving secrets! Never revealed in one volume before! Yours to read from cover to cover without risking a penny!

MUST SAVE YOU HUNDREDS OF TIMES ITS PRICE OR IT COSTS YOU NOTHING

The price of this amazing book is only \$4.98 complete! It is yours to read for ten full days without risking a penny. If, at the end of that time you have not learned at least ten different ways that you can save yourself a small fortune—if you are not amazed and delighted—then simply return the book for every cent of your purchase price back!

You have nothing to lose! Thousands of dollars in saved money to gain! Send in the No-Risk Coupon—TODAY!

MAIL NO-RISK COUPON TODAY

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119 Fifth Ave., New York 10003

Gentlemen: Yes, I want to try a copy of your amazing new book BILLION DOLLAR CHECK RACKET—entirely at your risk. I am enclosing the low introductory price of only \$4.98 complete. I will use this book for a full ten days at your risk. If I am not completely delighted . . . if this book does not do everything you say, I will simply return it for every cent of my money back.

(PLEASE PRINT)

Name.....

Address.....

City.....

State..... ZIP.....

If you wish your order sent C.O.D. CHECK HERE! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money back guarantee, of course!

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Gary Halbert Swipe File

Advertisement

How to collect from Social Security at any age!

Would you like to know how much money you have invested in Social Security right to the penny? Then would you like to know how to get the most from that investment including all the brand new Social Security benefits? Now you can do both by using the short easy coupon at the bottom of this page. Here is the way it works. The left half of the coupon will be sent to the proper government office. They will run a check on your account and then send you a report in a confidential sealed envelope. This report will tell you how much of your earnings have been recorded in your Social Security account year by year. There is no charge for this service, not even postage.

The right half of the coupon will be used as a shipping label to send you a copy of a new book entitled, "How to collect from Social Security at any age." If you think that you have to wait until retirement age to start collecting your Social Security benefits, this book will really open your eyes. Here are some of the little-known facts about Social Security you will find out about in this book:

- How to increase the amount of your payment if you are already on Social Security.
- How to collect your share of the brand new Social Security benefits just passed by Congress.
- How to qualify for Social Security disability pensions at any age.
- How to increase your Social Security benefits.
- How to report your Farm income for Social Security.
- How to make your whole family

eligible for Social Security benefits, even your youngest children.

- How to replace a lost Social Security card.
- How to replace a lost Social Security check.
- How to get a refund if you have overpaid your Social Security taxes. (Studies show that two out of three people overpay.)
- How to figure out what your Social Security retirement payments should be.
- Should you tattoo your Social Security number on your body?
- What papers do you need in order to file a Social Security claim?
- How ten million people who are only 30 years old, on the average, collect Social Security.



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into it.

- How to get hospital and medical insurance for the aged.
- How students between the ages of 18 and 22 can get Social Security cash benefits.
- How to get the special Social Security benefits that are only for veterans.

Although this book can mean hundreds and perhaps thousands of dollars to you, it is priced at only \$3.00. Remember, it is not enough to qualify for your Social Security benefits. To get your benefits you must know how to apply for them. The book tells you how to qualify, who to contact—including all necessary addresses, and what to say. This is a 100% no risk offer. If you do not like the book, return it and your \$3.00 will be immediately refunded. You will still get the confidential report on your Social Security account.

If you do not take advantage of your new Social Security benefits, you are only cheating yourself, after all, you have already paid for them. It is easy to start getting your new Social Security benefits. Just fill out both parts of the coupon below. Mail the coupon and \$3.00 in cash, check or money order to The Good News Publishing Co., 1818 Whipple Ave. N.W., Canton, Ohio, 44708. The book will be sent to you immediately by return mail. Your confidential Social Security report will be mailed to you separately as soon as the government has finished checking on your account. Checks and money orders should be made payable to The Good News Publishing Company.

- Should you get a divorce in order to get more Social Security? (a lot of people already have.)
- Should you have two Social Security cards?
- How to get free services which are available from Social Security.
- How to make sure your employer is not cheating you on your Social Security.
- How you may be cheating yourself out of your Social Security benefits.
- When are the five times you should get in touch with your Social Security office?
- How to work and still get Social Security benefits.
- How to cash in on Social Security even if you've never paid a penny

	REQUEST FOR STATEMENT OF EARNINGS	SOCIAL SECURITY NUMBER <input type="text"/>
		DATE OF BIRTH: MONTH <input type="text"/> DAY <input type="text"/> YEAR <input type="text"/>
Please send a statement of my Social Security earnings to:		
NAME <input type="text"/>	Print Name and Address in Ink Or Use Type-writer	
STREET & NUMBER <input type="text"/>		
CITY & STATE <input type="text"/> ZIP CODE <input type="text"/>		
SIGN YOUR NAME HERE (DO NOT PRINT)		
Sign your own name only. Under the law, information in your social security record is confidential and anyone who signs another person's name can be prosecuted. If you have changed your name from that shown on your social security card, please copy your name below exactly as it appears on your card.		
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★ ★ TOP HOLLYWOOD STARS ABSOLUTELY SWEAR BY IT! ★ ★

Amazing New Formula From Beverly Hills Lets You Look Years Younger

For Only
\$39

WOULDN'T YOU LIKE TO LOOK AS YOUNG AS YOU FEEL?

Tova Borgnine's amazing formula isn't just for Hollywood stars like Debbie Reynolds, Connie Stevens and Brenda Vaccaro. Now people all over are talking about what Tova's product has done for them.

"Absolutely terrific. I feel as though I've had a face lift after each use."

—Jan A. Gilgandra, NSW Australia

"After a few weeks people are really seeing the change in my complexion. My husband was the first to notice and I was thrilled . . . Everything you say about your products is true, every word."

—Joyce J. Mineola, NY

"I turned 40 in July, and as my life is getting better, so is my skin, thanks to your products."

—Anne R. Greenwich, CT

"In two simple words, 'It Works'. The lines depart . . . youth returns almost instantly. It lasts and lasts."

—Dan S. Los Angeles, CA

" . . . it makes you look years and years younger with the very first application . . ."

"I've only used the product 6 days, and this 49 year old believes she looks 10 years younger! Thank you."

—Georgette B. Milwaukee, WI

What has Tova Borgnine discovered? The answer is fascinating. It is a mysterious formula that comes from the



"I'm so positive my formula will take years off your appearance, that I'll not only send you a refund if you're not 100% satisfied, but I'll send you a free \$21.00 gift immediately just for trying it."

—Tova Borgnine

roots of a cactus plant that was first discovered by the Aztec Indians hundreds of years ago. And, until recently, this remarkable look-younger treatment was only available in certain very remote sections of Mexico. If it could work on the people who lived in the harsh, arid environments of that region, don't you think it could help you too?

Tova. After it turns white it should be removed. One of the great things about it is that there is no guess work. It "knows" what to do by itself!"

"But the best thing of all," says Tova Borgnine, "is the way it makes you look years and years younger with the very first application. In fact," she says, "this is what I call a 'no excuse' product that is backed up 100% by the TOVA Corporation's guarantee."

The stars who use it say it works like magic. The entire process takes only half an hour and insiders say there is nothing like it for anybody who wants to look years younger than their actual calendar age.

It is easy to use. All you do is apply the formula to your face and wait. "The cream is pink when you apply it, and gradually turns white," says

Would you like to try this remarkable discovery? Would you like to look as young as you feel? If so, here's how you can try this amazing formula without any risk at all: Simply go ahead and order Tova's formula by mail or telephone. Then, as soon as it arrives, try it out in the privacy of your home, and take a close look at the amazing change you will see in your mirror! After that, if you are not 100% satisfied, simply send back the empty product container within 30 days of our shipment date and we'll see that you get a refund with no questions asked.

Remember! You can't lose money but you can lose years off your appearance!

It's easy to order. Just complete the order form below, and send it to Tova Borgnine with your payment. Or, if you prefer to pay by credit card (Visa, MasterCard or American Express), just call 1-800-36-TOVA-9 (1-800-368-6829) toll-free at any time (24 hours a day, 7 days a week).

If you are in the Southern California Area, you may pick up the product at 8920 Wilshire Boulevard, Beverly Hills, between the hours of 8:30-5:30 Monday-Friday.

Important - Free Gift: All orders mailed within 10 days will receive a free gift worth \$21.00 of additional Skin Care products.

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<p>NO-RISK ORDER COUPON (Please fill in and mail today!)</p> <p>TO: TOVA BORGNINE c/o TOVA CORPORATION The Penthouse 8920 Wilshire Blvd Beverly Hills, CA 90211</p> <p>Dear Tova: Yes! I would like to look years younger by using the formula you have discovered. I am enclosing \$39.00 plus \$2.75 postage and handling (Total \$41.75). I understand that if I am not 100% satisfied, I may return the unused portion in its original container within 30 days of your shipment to me for a prompt and courteous refund of the purchase price of the product. No questions asked.</p> <p>NOTE: Check here if you wish to order by credit card: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express</p> <p>CREDIT CARD NUMBER (all digits, please) _____ EXPIRATION DATE _____</p> <p>PRINT NAME _____ SIGNATURE (required if charging) _____</p> <p>ADDRESS _____</p> <p>CITY/STATE/ZIP _____</p> <p><small>P.S. Checks and Money Orders should be made payable to the TOVA CORPORATION and California residents must add 6 1/2% sales tax (\$2.54) for a total of \$44.29. Thank You.</small></p>	<p>VITAL NOTE! Orders May Be Charged By Calling TOLL FREE 1-800-36-TOVA-9 (1-800-368-6829) Remember It's TOLL FREE!</p>
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T-1361

Do you own a business? Do you want to own a business?

Hot New 4-Day Seminar Sponsored by Key West College of Millionaires Reveals 11 Amazing Secrets That Can Make Huge Profits for Any Business in Florida ... Even During the Coming Recession!

Inexpensive Miami "mini-seminar" offers all the core information from the famous (and outrageously priced) "full load" 4-day seminar on how to flood any business with customers and earn a solid fortune through smart marketing ... in 4 of the most exciting and practical hours you'll ever spend!

DATeline FLORIDA -- Have you been to the Key West waterfront recently? If you have, then you've probably seen the new home of the Key West College of Millionaires.

It's located smack in the heart of the historic waterfront section of this island city at 423 Front Street and takes up the entire 5,000 square-foot 2nd floor of the world-famous Harbor House. This majestic 115-year-old red brick building (which is on the register of historic places) sits flush on Front Street, just behind Mallory Dock. You can't miss it.

The college is a constant beehive of activity, with a daily staff of 24 people and an international network of three dozen "teachers" on the faculty, including many of the most visible experts on making money in America today.

But don't look for any fresh-faced kids wandering the halls. The Key West College of Millionaires is about as far from a conventional college as you can get -- the entire college is designed for business owners and entrepreneurs and other people who are finally ready to make some serious money. In fact, the college bills itself as "an institution of higher learning," and makes perhaps the most daring guarantee ever offered in American education:

"You will receive more legitimate, hard-core money-making information in 4 days from the Key West College of Millionaires than you could ever receive in 4 years from any conventional college or university!"

The full-load seminars given by the college cost \$6,950 per attendee just to get in the door (and does not include travel, food, or lodging expenses), last for 4 entire days, and are always sold out months in advance. Past "campuses" for these seminars have included the Pler House in Key West, the Century Plaza Hotel in Los Angeles, the Jefferson Institute in Provo, Utah, and Hawk's Cay Resort on Grassy Key (where the college's parent company, Everett & Lloyd, Inc., also filmed their cable TV pilot show "Get Skinny With Marilyn" last summer).

Why Would Anyone Pay Almost \$7,000 To Attend A 4-Day Seminar?

The answer is simple. The benefits of attending one of the college's amazing seminars are enormous. According to Gary Halbert, founder of the college and the creative force behind Gary Halbert Advertising, an astounding number of graduates from these seminars have gone on to earn staggering sums of money.

For example, a California businessman named Rick Neiswonger listened to Halbert for no longer than an hour, yet used what he learned to triple his income into millions over the next 12 months. Bill Williams, a physicist/inventor from the Northwest, used Halbert's advice to bring in \$43 million in new business. One Arizona follower earned \$30 million from a single idea of Halbert's -- part of the college's basic curriculum -- and an Atlanta businessman took in \$8 million with just a simple technique he learned.

And these are not isolated cases! It's nearly routine for graduates of these seminars to go home and use their new skills to double and triple their income almost overnight. The college literally has file cabinets overflowing with success cases from all over the world.

But here's the real news you need to hear: The Key West College of Millionaires is currently sponsoring...

A Special 4-Hour "Mini-Version" of Their Full Load Seminar in Miami - FOR ONLY \$79 PER ATTENDEE!

Why would the college practically give away the basic information they offer in their sold-out \$7,000 seminars?

ARE THEY CRAZY?

Not at all. The reason they are offering this special 4-hour mini-seminar is just good business practice. According to Halbert: "We can easily train as many savvy, hustling, ethical businessmen as many new and usable secrets and strategies about making money in some truly new techniques for boosting those 4 hours that he [for that] can actually start doubling and tripling their bottom-line profits very quickly. And then, of course, they are going to be extra-eager to attend our full-load seminar -- and that \$7,000 attendance fee is going to seem like the bargain of a lifetime, and can be paid out of the mound of fresh income this mini-seminar started."

"Sure, it's sneaky," says John Carlton, one of the principal teachers for the college, and a recognized expert on advertising. "But it's perfectly ethical. In fact, all we're doing is 'brining' prospective graduates with a taste of the wealth and success they can expect from the full course."

What Could Anyone Learn in 4-Hours That Could Offer Such Astonishing Results?

Halbert admits he can't teach you everything he has to offer in just 4 hours -- but he insists that what he can teach you will be more than enough to allow

you to go out on your own and bring in some serious money fast.

"Unless you are lethargic or brain-dead beyond belief," says Halbert, "what you learn will allow you to quickly flood your business with new customers who will beg you to take their money. Or it can help you create a business that will smash all competition. Or, if you want to, you can even set up a part-time profit center in your home office that brings in money with little or no effort on your part."

Here's What You'll Learn:

Halbert's message is clear and to the point -- the key to making really serious money is to be able to multiply your selling efforts.

No matter how good a salesman you are personally, or how well you understand your business or the needs of the people who buy your product or use your services, you can only reach so many people in-person each day.

That's why this seminar is so effective. It reveals all the secrets and techniques and sales methods of the best marketers and ad-men in the country. Halbert and his "mob of experts" are specialists in taking business owners and showing them...

How To Get Their Sales Message In Front of Thousands of Potential Customers At Very Small Cost -- AND SOMETHING AT NO COST WHATSOEVER!

It's not magic, and it's not crazy gimmicks or tricks. On the contrary, says Halbert -- there are literally dozens of ways for business owners to deliver high-powered sales messages to large sections of the population simultaneously. It's just that most business owners have a very limited knowledge on how to use these "sales vehicles" effectively.

The difference between not using these vehicles correctly and not using them at all is often the reason why so many businesses fail even while competitors thrive. And with the economic devastation now expected from the current recession, these ideas and strategies can make sure you're still around and making big money no matter how vicious market-conditions get.

For example, Halbert is credited with being (among other things) the most knowledgeable man alive today when it comes to selling through direct mail, and in this seminar you will learn many of the secrets he has used to rake in millions of dollars for clients and for himself over the years. You'll learn:

- The "personal secret" behind the 1-page letter he wrote that brought in over 7,300,000 cash-with-order replies -- an amazing sales message from a "small-town nerd" that eventually reached nearly every household in America!

- The ingenious "info-recycling" technique that allowed a famous publisher to bring in droves of new subscribers (and hundreds of thousands of dollars) without doing a minute's worth of extra work! (You can use your expertise with this technique to do the same thing.)

- The single most easy and simple strategy for almost any business to double or even triple their profits immediately -- an obvious strategy that nevertheless eludes 9 of every 10 business owners!

- How to avoid the really dumb mistakes most businesses (and nearly all ad agencies) make with their mail -- and how to turn "loser" or marginal campaigns into blockbuster money-makers!

But that's not all you'll learn. Direct mail is just a fraction of the arsenal of usable information presented in this seminar. Here's a sample of what else is in store for you during this furious 4-hour presentation:

How To Make Your Newspaper and Magazine Advertising As Much As 750% More Profitable! No matter how many inches of ad space you now run, or would like to run in print channels, are you're doing it all dead wrong. Really smart marketers have developed some truly new techniques for boosting the "pulling power" of their ads without making their ads larger or adding to their insertion costs!

If you suspect your ads aren't bringing in enough new customers, or, worse, aren't being read at all by your audience, Halbert says he can show you how to turn your profit picture around instantly...without spending a dime more on space (and sometimes even dropping your costs dramatically!) Kacey Fine Furniture used this strategy to more than double their monthly profits, even while the rest of their furniture store competition in Denver suffered from a straggling recession.

You need this important information! Plus...

How To Make Sure People Read Your Yellow Page Ad Before They Read Anyone Else's! Are you one of the many businesses that have to rely on the Yellow Pages for finding most of your customers? Most advertisers haven't got a clue how to make a Yellow Page ad as powerful as it can be. But

Gary Halbert is an internationally-recognized expert on advertising and marketing, and is the founder of the Key West College of Millionaires.

This seminar reveals 3 secret ways to road There will be no sales pitches and no products sold -- this is strictly an information seminar.

How To Get Yourself or Your Product Featured On Cable TV at No Cost! Whatever! Halbert has been responsible for 14 one-half hour "infomercials" that have generated millions of dollars in profits, and has deep connections with influential producers and investors. He says it's easy even for a small business to get in on the enormous wealth available through TV, once you understand the secrets of the industry.

How To Get Movie and TV Stars to Help You Sell Your Products and Services! Halbert has often used celebrities to send ad campaigns through the ceiling profit wise -- and he says the best thing you can do is go through a star's agent and pay the outrageous fees they demand. Halbert knows how to contact nearly every celebrity on the planet, and he can show you exactly how to find the perfect spokesperson for your business, and how to use a fraction of their "public rates". Halbert has worked with many stars, including Ernest and Tova Borgnine, Vikki Lamotta, Playboy model Becky LeBeau, and Geoffrey Scott (from "Dynasty" and "Dallas" fame).

And more! You'll also learn: An incredibly effective way to get FREE advertising in hundreds of national and local newspapers. How to use simple postcard mailings to create a thriving profit center in your business! (George Zangas followed Halbert's advice and raked in almost \$2.50 for every 25 cent postcard he sent out for his vitamin business.)

PLUS -- How to use cheap little classified ads to make as much as \$10,000 a day! (One California man is actually doing just that -- and hundreds of others are using this simple strategy to bring in piles of cash-rich leads every day from stacks of newspapers across the country.) How to mail up to 100,000 letters per week at no cost whatsoever -- not even postage! (This is one of the hottest, yet virtually ignored marketing techniques available today. Savvy business owners are making fortunes and finding a flood of customers they would never have found any other way.) How to use the phone company's 976 numbers locally and the new 900 numbers nationally to get people to pay you to hear your sales pitch! (Only very foolish marketers believe these numbers are only for sleaze offers -- there's a multi-million dollar goldmine out there in legitimate markets going begging.) How to get all the money you want to "roll out" your tested campaigns and get it without borrowing!

(The college's nationwide network of professionals includes many heavy-hitting investors who are willing to back winning projects. Once you know how to correctly approach these "money bags", getting the cash you need is easy!)

Also, because it has been proven so many times over the years, you'll learn how to use sex appeal to increase profits without offending your customers! This has been done tastefully in the Wall Street Journal (bumping response 400% for a financial services cable television bumping response through the roof on real estate shows), and even on an ordered message in lead generation campaigns (turning a "loser" into a money-machine).

All of this is guaranteed to be revealed to you at this seminar, and there's a whole lot more that may be taught if there's enough time. Remember, the college is only doing this to help you -- a "feeder line" of successful people who will want more information down the



The historic, 115-year-old Harbor House is the home of this amazing college.

"I've been a businessman and a hustler all my life, and I can tell you that everything Gary Halbert teaches is right on target!" Tony Tarracino (Capt. Tony), mayor of Key West.

However, There is Just One Little Catch!

The marketing techniques and advertising secrets revealed to you in this special seminar are among the most powerful and effective sales tools in the world. Small businesses have used them to become giants in their field, large companies have used them to annihilate the competition, and entrepreneurs and even beginners have used them to earn fortunes in a very short time. What you learn can change your life forever, as it has for so many others.

But not everyone is free to come. Halbert says he is not interested in sharing this powerful information with anyone who is an idiot, a celeb, anything to do with multi-level marketing, or any kind of scam or injurious scheme. He doesn't care if it's completely legal -- if it's unethical, he doesn't want anything to do with you.

He is utterly serious when he says that, since what he has to teach can generate such huge profits so easily, he wants to restrict access to the college's materials to people who actually intend to deliver something of value to mankind.

Also, notes Halbert, you should not look at your attendance as some sort of "day off." You shouldn't plan to attend if you are going to be tired, hung over, stressed, or negative. Because, he says...

This Will Be The Most Intense 4-Hours of Your Life, And You Must Be Prepared To Take Hundreds of Notes!

You can believe the information is going to come fast and furious. And it is Halbert's experience that, often, it is just one idea that really sets you off on the right track with your business. Gerald McCarthy, a chiropractor-turned-entrepreneur from the East Coast, used a single idea that took just 5 minutes to sink in and brought in more than \$20,000 in new profit over the next few weeks.

So be sure to bring lots of paper and pen, and your recorders will be allowed; no cameras, either. No exceptions.

It's Easy To Register

This incredible seminar is only \$79, and you can pay by credit card or check beforehand, or you can pay at the door. BUT YOU MUST REGISTER BY PHONE RIGHT AWAY!

The reason for this is that, because the seminars fill up so fast, the college's staff must be able to know when to cut off the registration. Space is severely limited -- so limited, in fact...

We Can Only Tell You Which Major Miami Hotel The Seminar Is Being Held At When You Call.

This is a prudent move to avoid any last minute flood of people wanting in and causing the college a lot of grief with the fire marshal. (One of Halbert's 1985 advertised gatherings nearly created a riot when 10 times the number of people expected showed up at the Century Plaza Hotel ballroom in Los Angeles!)

SO CALL NOW! The college's phone number in Key West is **1-305-294-8425**

... and you want to tell the staff member who answers that you want to register for the Miami Mini-Seminar. They'll take care of everything else. There is an SATURDAY, JAN. 26, 1991

And many times over the years, you'll learn how to use sex appeal to increase profits without offending your customers! This has been done tastefully in the Wall Street Journal (bumping response 400% for a financial services cable television bumping response through the roof on real estate shows), and even on an ordered message in lead generation campaigns (turning a "loser" into a money-machine).

All of this is guaranteed to be revealed to you at this seminar, and there's a whole lot more that may be taught if there's enough time. Remember, the college is only doing this to help you -- a "feeder line" of successful people who will want more information down the

What People Say About Gary Halbert and the Key West College of Millionaires:

"I paid Gary \$15,000 for just one day's worth of advice, and you know what? I got my money back a hundred times over! I think this stuff is the bargain of a lifetime." Robert Allen, author of "Nothing Down" (the best-selling book that opened up the real estate market to everyone)

"Gary Halbert's reputation for helping anyone with any sense at all to make lots and lots of money is unsalable. He gives innovative million-dollar advice that beginners and long-time business owners can use right away to earn fortunes." Jay Abraham, perhaps the world's highest-paid "marketing wizard" consultant (at \$2,000/hr.)

"Gary Halbert is a genius. Using just one of his techniques sent my fledgling business flying -- in less than a month profits soared 100% and went into seven figures!" M. Kaplan, Arizona

"I've made more money following Gary's advice than in all my 12 years of marketing." Blaine Berman, former vice president of marketing for Entrepreneur Magazine

"Halbert told us how to simply change our advertising, and within a few weeks we were blowing away the competition and more than doubled our new sales. The advantage he gave us is almost unfair, and I love it!" Sam Flahben, owner of Kacey Fine Furniture, Denver.

"Gary showed me an easy way to 'mine' my customer base that I had never thought of before. The result was a simple postcard mailing that immediately brought in \$10 for every dollar I spent. And I've used this same postcard 5 times now, with fabulous results!" George Zangas, owner of "Marathon" Nutrition and Distribution Company

"I don't care if you are a housewife, a ditch digger, or president of General Motors -- this information is so good that anybody can use it and really make a bundle!" Chase Revell, founder of Entrepreneur Magazine

"This stuff represents the freshest and most exciting money-making secrets available today!" E. Joseph Cosman, millionaire original marketer for Ant Farms, Spud Guns and more, and mentor to thousands of entrepreneurs

"I've turned a handful of original Halbert ideas into an international, multi-million dollar company." Dennis Hastingner, creator of the Alpha masterfile

"Only a complete fool would ever dismiss what is taught at these seminars. I used what I learned from a single one hour speech Gary gave, and last year I tripled my income!" Rick Neiswonger, California

"I can afford the best creative talent in the industry, and I know whereof I speak when I tell you this seminar is absolutely overwhelming in terms of ideas and strategies and new ways to make money." Ted Nicholas, publisher

"Gary makes complicated, lucrative marketing philosophies so simple that even a child could understand and apply them." Jerry Buchanan, publisher of T.O.W.E.R.S., Club USA

"Gary's ideas helped me sell over \$25 million in merchandise." Fred Rowe, gemstone importer, Greenville, Kentucky.

An Open Letter To Every Man And Woman In America Who Wants To Have Better Sex Without Feeling Guilty!

By Ross Stewart, Ph.D.
Dallas, Texas

My name is Dr. Ross Stewart and I am a Licensed Marriage and Family Therapist. My practice is located in Dallas, Texas and my state certification number is 00469.

I have degrees from two different colleges and, I have devoted my entire working life to helping people with all kinds of emotional problems. Because of this, the last thing in the world I want to do is offend anybody... or... make anybody emotionally uncomfortable. I'm telling you this because...

The Rest Of This Message Is All About Sex!

If the subject of sex embarrasses you... or... if your religion teaches you sex is bad... or... if the idea of having extremely good sex offends you... please... stop reading right now.

However, if you've ever dreamed of discovering all the little-known secrets of truly great sex (less than 1 out of 10,000 people know about this)... well... if that's the case...

"...very specific secrets a lover can use to give their partner the best sex of their lives..."

then... this will be the most exciting message you will ever read.

Here is why: Thanks to the new "openness" about sex that is sweeping the country, your normal desire to learn more (about sex) is now shared by millions of other people. Recently, in the last few years, it has become "OK" to admit everyone (at least, everyone who is mentally healthy) wants... and deserves... to have a super exciting sex life. On all levels of society, people just like you are eager to put their sex lives into high gear.

And, if your "animal intuition" is working at all, you already know, deep down, that a fabulous sex life is the foundation of a good, deeply-satisfying existence!

There's just one small problem: Who can you trust when you finally decide to look for the new secrets of how to have the best sex of your life? The truth is, the field of better sex is so new even most of the so-called "sex experts"... don't have a clue... about the world-class techniques of over-the-top, truly astonishing sex.

It makes me angry. You see, nearly every "sex information" product I've seen on the market is nothing more than...

A Silly Attempt To Pass Off Bad Pornography As Real Sexual Technique!

Most of the so-called "experts" you see and hear on television... do *not* know anything... about giving sustained, maximum pleasure by using truly superior sexual techniques. In fact, their only real advice for improving your relationship is to increase "communication" between you and your partner.

That's fine, as far as it goes. However, it doesn't go very far... because...

No Real Communication Can Exist Where There Is Continued Sexual Frustration Due To Lack Of Technical Skills!

Anyone can call themselves a "sex expert"... but, not one expert in a thousand ever learns anything new about sex after their teenage years. And, when these

experts pass on bad information to the public, all it does is keep this country in the *Dark Ages* about sex!

The people who make porno movies are the worst of all. They represent the *lowest common denominator* of sexual pleasure. Anyone who believes they can learn really good sexual techniques from so-called "adult" videos is making a serious mistake. And, any product using this kind of pornography under the guise of "education" is wasting your time... if you truly want to improve your ability and your pleasure.

It's a mess out there: Millions of people are dying to get their hands on honest, real-life information about improving their sexual skills... and... all they get for their hard-earned money is junk.

It's just not fair. However, here is...

The Most Exciting Sex News In Years!

Listen: About ten years ago, I spent the equivalent in today's money of about \$65,000 to go to a workshop... in Northern California which was run by

who... have learned how to take sex to the highest level possible. Many of these people are medical doctors and serious researchers... but... they can only reveal their secrets... in small "underground" teaching... facilities. However, the couples and lovers who learn and apply these techniques to their own sex lives get... *another... big and unexpected advantage*. Namely...

A New Feeling Of Solid Confidence, Peacefulness And Sheer Joy Seems To Come Flooding In To Every Other Area Of Their Lives!

In other words, using the secrets of exciting and explosive sex... also... acts as a foundation for super-charging every other part of your life. It's as if increasing the quality of your sex life... is a *springboard*... that can send you rocketing to other areas of satisfaction and pleasure you could never get to before.

So, why haven't these secrets which are... so *incredibly hot*... leaked out into the rest of the

sexual encounter with your lover... *every time!*

The Number One Rule that absolutely must be observed for women to have a truly spectacular orgasm!

The clumsy mistakes 90% of all men make during lovemaking... and... how to quickly learn the "inside" secrets of the *most satisfied* 10%!

How to *guarantee* every thought your lover thinks of you is super-charged with pleasure, excitement and... *white hot* anticipation!

The "20-minute secret" that can turn your sex life around *immediately!* (It's so simple, you'll kick yourself for not having thought of it.)

The "secret reward" for men who give their women the "fuel" for feeling in love all day long, every day! (Not one man in a thousand understands this "fail-safe" secret of excruciating happiness... and... those who do... *almost never* share it with even their closest friends.)

Why men almost always fail to understand a woman's "physiological signals"... *even after...* years of marriage! (Just learning this one secret will take your love life into another world.)

The single biggest sexual complaint women have about men!

How and where to "touch" a woman to *guarantee* mind-altering sex! (This technique is so simple... and... so little-known... even 75% of all women don't know about it.)

The first-ever explicit anatomical "map" of a woman's body... which clearly outlines... the *true* location of honest sexual pleasure!

What women *really* want from a man! (Nine out of ten men are absolutely floored by this secret... because... they didn't have a clue.)

Why men almost never see the "danger signals" that give



DR. ROSS STEWART

Profile: Marriage and Family Therapist, counselor, business consultant, and trainer with experience in establishing and maintaining a private practice, establishing a business corporation, developing new assessment tools and creating innovative interviewing techniques. This experience includes counseling a wide range of clients as well as analyzing, identifying, and facilitating change within organizations and within individuals.

Education: Ph.D. in Guidance and Psychological Services received from Indiana State University; M.A. in Counseling received from Indiana University of Pennsylvania; and B.A. in Psychology received from Indiana University of Pennsylvania.

Professional Accomplishments: Worked with children, adults, and families in clinical settings and in private practice, providing both individual and group therapy. Providing Crisis Intervention; Relationship and marriage counseling; Family therapy; Substance abuse counseling; and Work adjustment and career counseling. Responsible for crisis intervention in various business and academic settings, including major corporations, universities, schools, and residential treatment centers for adults, adolescents, and children. Developed and conducted educational seminars for the general public on co-dependency and other related psychological topics.

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can use to give their partner the best sex of their lives!

100% Money-Back Guarantee!

How to start having explosive sex *tonight*... with... the simple basics of great, world-class love techniques!

Everything you could ever want to know about the "G-Spot"!

Why your *finger nails* may be unconsciously turning your lover off!

The little-known "trick" which ends nagging... on both sides of the relationship... *forever!*

Four little "target words" straight from a woman's mouth... that show you... exactly how to win her heart forever!

And that's not all... not by a

What I mean is, I want you to order this exciting video without feeling you might "get taken." After all, I am a very respected therapist and my reputation is on the line here. Therefore, I want you to order this video *today*... watch it... use it... for the next 90-days *risk-free*... and... at the end of those 90 days... if you aren't completely satisfied, simply return it for an *immediate* refund of your entire purchase price.

By the way, my video tape is not all I'm going to send you. Not by a long shot. You see, if you order right away (within the next 48-hours) I will also send you two audio cassette tapes (one for a man, one for a woman)... that... are *guaranteed*... to put whoever listens to them "in the mood"...

"...the single biggest sexual complaint women have about men..."

an early warning that their life is going to leave them! (Women have a hard time believing men are so dense in this area... but... there's a good reason for it... and... once both partners know what's happening... amazingly good things *instantly* develop.)

What most women *desperately* want from a man... which... they practically never get! (Any man who does learn how to give "this" to a woman will see an incredibly exciting change happen in his life... *immediately!*)

How to get into a deep, soul-penetrating rapport with your lover... and... stay there forever! (You will never feel alone again.)

The real reason why Prozac is so popular in this country! (Almost no one... even doctors... understands the startling sexual implications.)

Very specific secrets a lover

long shot! This incredible video will get you started on a life so exciting it's almost beyond description. It will give you everything you need to become a *master* at creating explosive sex with your lover.

However, this material is *not* for everyone. For one thing, this video was very expensive to create. It contains the end results of more than 10,000 hours of research... and... it features four of the most attractive people on earth. In fact, one of them is a young woman, who, according to some insiders, is going to be...

The Marilyn Monroe Of The 1990's!

My video is very detailed, very informative... and... very *explicit*. If frontal nudity and very open and honest sex instructions will offend you... *do not order this video!*

However, if you are over 21 years of age and, after reading this page... you still want to order this video... then... I *insist* you do so entirely at my risk. That's why my video comes with a...

Immediately!

You will also receive (if you order) a special *written* report with facts and photographs... so *exciting*... I can't describe them here on this page.

It's easy to order. All you have to do is write your name and address and the words "Dr. Stewart Tape Package" on a piece of paper and send it with your payment of \$69.95 plus \$4.00 shipping and handling to: Cherrywood Publishing

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Thank you.

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Times Orange County Classified Ads

A DYNAMIC SECTION OF THE WEST'S LARGEST SELLING NEWSPAPER/1375 SUNFLOWER, COSTA MESA/CIRCULATION: DAILY 188,406/SUNDAY 221,142

To place your ad call this local number: (714) 966-5600

Classified Section

MONDAY, OCTOBER 31, 1988

R

Part VIII

Now at last, you can hear them too!

Mississippi Man Discovers Long Lost Tapes Made By Elvis Presley Before He Became Famous!

If you are an Elvis Presley fan, this may be the most exciting message you will ever read.

Here is why. In 1955, a full year before Elvis became famous, he got a chance to play at the Eagles Hall at 2204 Louisiana Street in Houston, Texas. He went there with Scotty Moore, his guitar player and first sidekick, and Bill Black, his bass player. Well, what happened is, the three of them got up there on that stage and...

THEY SET THAT JOINT ON FIRE!

You see, this was Elvis before he was tamed down, before Colonel Parker got a hold of him, before Steve Allen tried to "detwitch" him, before he was told he had to stop all that shaking or else the TV cameras could only shoot him from the waist up. This was Elvis *totally* uninhibited!

Well anyway, there was a DJ down in Houston named Benny Hess who used to go around recording live acts on his tape recorder and then, if he liked what he heard, he'd play the tape on his radio show. Then, after that, to save money, he'd use that same tape to record somebody else instead of saving the original recording. So, what he does this time is, he goes to the Elvis concert at the Eagles Hall and he records it and...

HE DECIDES IT'S NOT GOOD ENOUGH TO PLAY ON HIS RADIO SHOW!

Thank God! If that tape had been played, it would have been recorded over like all the others and, it would have been lost forever. As it turns out, however, the tape was simply tossed in a drawer where it was forgotten for more than 20 years!

Hard to imagine, isn't it? But, believe it or not, back then, the people at the Eagles Hall didn't even know how to spell Elvis Presley's last name. They used two S's instead of one and spelled his name "PRESSLEY." Take a look at their newspaper ad and you'll see what I mean.

"...you won't believe your ears..."

Whatever. So, to get on with the story, 22-years go by and, as we all sadly remember, Elvis Presley passes away on August 16, 1977. Millions of people are plunged into depression. The King is dead and *nobody* can ever replace him.

But sometimes, even in the midst of the greatest tragedies, something good happens. And, in this case, what happens is that a man down in Mississippi (where Elvis was born) remembered that DJ who used to tape those live acts and he gets him on the phone. The man from Mississippi is a "good ol' boy" named Marcellus Allison and he asks the DJ if he ever taped Elvis. "By God, I believe I did!"

says the DJ and then, *the hunt is on!*

Well, to make a long story short, they find the tape but it is so old and so dried out it starts to crumble as soon as they touch it. So, they get a special machine that can play the tape without any tension at all and...

THEY ARE ABLE TO SAVE EVERY SINGLE SONG ELVIS SANG AT THAT CONCERT!

They also got Elvis talking to the audience between songs and, believe me, this is *not* the same Elvis you saw in all those dumb movies. No way! This is the hip-shaking, pelvis pounding, tough-talking Elvis in the first flush of his manhood before he was homogenized and "cleaned up" for public consumption!

When Scotty Moore first heard the tape, he said, "That's me, I can't deny it. You can hear Bill Black (the clown of the group) *hollering* in the background!"

So, with the help of Stan Kesler, a songwriter who was at Sun Records when Elvis was there, the tape gets converted to one side of a record album. Then, on the other side, they get Scotty Moore

TONIGHT'S the NIGHT
From 8:00 - 11:00 P.M.

GRAND PRIZE JAMBOREE

Presents

ELVIS PRESSLEY
LOUISIANA HAYRIDE STAR

- ★ HOOT GIBSON
FAMOUS WESTERN MOVIE STAR
- ★ SONNY BURNS
- ★ BROWN BROS.
- ★ TOMMY SANDS

At Eagles' Hall
A Block South of Gray on Louisiana

with

BIFF COLLIE
as Master of Ceremonies

Also Appearing on the Show Will Be
James O'Gwynne, Cary Wilcox, the Dixie Drifters,
Ernie Hunter, and Herb Remington!

★ NEXT WEEK'S GUEST ★
TOMMY COLLINS

talking and he tells what it was like traveling around that first year with Elvis. *What stories!* Scotty tells about how he and Bill Black and Elvis got stranded in Shreveport, Louisiana *because they didn't have enough money to pay the hotel bill!* He tells about how his wife nearly ran out the back door when she first saw Elvis because he was dressed so "weirdly" in a pink suit and white shoes. He tells about their Grand Ol' Opry appearance which was a disaster. (Elvis was advised to go back to driving a truck!) He tells about how Bill Black's clowning around was needed to win the audience over so they would at least give Elvis a chance. And so on.

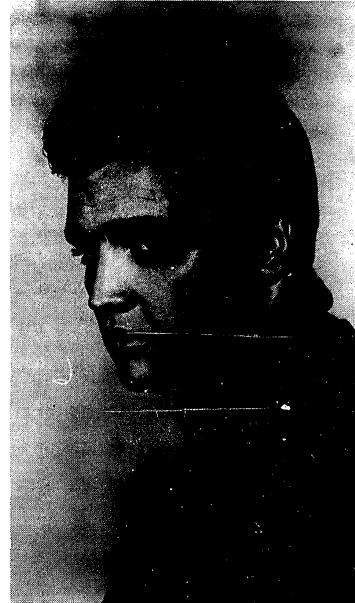
All in all, this may be the most historically important record album ever produced. It was tied up in lawsuits for several years but now, at last, it is available for release on a very limited basis to the general public.

BUT YOU MUST ACT FAST!

As you know, Elvis has sold *hundreds of millions* of records but this one is *truly rare*. This album is called THE FIRST YEAR and only 10,000 of this special limited edition were produced and...

THERE ARE LESS THAN 7,000 LEFT!

At only \$19.95 apiece, these albums are truly a rare bargain. You see, in this case, you're not just getting a record—you're also getting a piece of history. However, because these albums are so rare...



THERE IS A STRICT LIMIT OF ONLY ONE PER CUSTOMER!

Please do not ask us to make an exception. We can't. It wouldn't be fair. There's not really enough of these albums to go around and we want to satisfy as many Elvis fans as we can with what we've got to work with.

Anyway, these albums are being sold on a first-come, first-served basis with a 100% money back guarantee. They are easy to order. All you have to do is write your name and address and the words "First Elvis Album" on a piece of paper and send it with your payment of \$19.95 plus \$2.00 shipping and handling (total \$21.95) to:

Everett & Lloyd, Inc.
9000 Sunset Boulevard, Suite 603
Los Angeles, California 90069

That's all there is to it. Your album will be shipped promptly (within 24 hours) as soon as we receive your order. By the way, for faster service, you can order by phone and we will send this amazing album to you C.O.D. or you can use your MasterCard, Visa or American Express. We are open from 9:00 am to 5:00 pm West Coast time and our number is...

(213) 273-7053

Either way, if you are interested, please order as soon as possible to avoid disappointment.

By the way, when you get your album, you will see that it has a reproduction of a contract signed by Elvis that also contains the *only known signature* of his mother, Gladys Presley!

TELEPHONE (213) 629-4411; (800) 528-4637 7 A.M. III 8 P.M.

CIRCULATION: 1,136,813 DAILY / 1,421,711 SUNDAY

MONDAY, OCTOBER 3, 1988 / PART VII

Need more money? Try this...

The Amazing Cash-Flow Secret of A Desperate Nerd From Ohio

If you are interested in creating a huge (and immediate) cash-flow for yourself or your business, this is going to be the most exciting message you will ever read.

Here is why. My name is Gary Halbert and some time ago I was dead broke. My business was almost bankrupt and I couldn't even pay the rent. Actually, I wasn't just broke, I was desperate. Then, one day, I came up with a "crazy idea" about how to write a certain kind of sales letter that would get people to send me money.

I was living in Ohio at the time and my friends laughed at my idea. They thought it was a big joke. They said I was a dreamer and that I had no "common sense." In fact, one guy said I was a nerd and that my idea was so silly he felt sorry for me.

On yeah? Well, I didn't care. I still thought it was a good idea and I typed up a few of my letters and I started mailing them out. And guess what? People did start sending me money. And I used that money to mail more letters which brought in more money. And I used that to mail even more letters, which brought in even more money...

And so on...

What's the bottom-line? Simply this: Before I was finished, that one simple letter pulled in...

More than 7,300,000 replies!

Think about it: More than seven million people wrote back to me and every one of those people sent a check (made out to my wife) or else cash I could put in my pocket. And what was I selling? Actually, it doesn't matter. You see, the magic was not in the product, it was in the letter!

Do you have something to sell? If so, you can use that same "crazy idea" I used in my letter to create a letter of your own and sell almost anything you've got!

Who Needs This Secret?

- Are you a salesman who needs more leads?
Are you a housewife about to get a divorce who needs a simple way to make a lot of money?
Do you have a furniture store, restaurant, a car dealership, a hot dog stand or some other kind of establishment, you'd like to see swamped with customers?
Are you a manufacturer who would like to sell so many of your widgets you'll have to run extra shifts to meet the demand?
Are you a marketing consultant who likes to keep up with new ideas and techniques you can use to better serve your clients?
Are you an M.D., a dentist, a chiropractor, and optometrist, a therapist, or any other kind of health care professional who would like to see your waiting room bursting with new patients?
Do you have a house you'd like to sell? A thousand houses? A car? A boat?
Do you have anything you'd like to sell? Consulting services? Products? Yourself?
If you answered "yes" to any of the above questions, you should try my "crazy idea." You can read all about it in my new report called...

16 Amazing Secrets You Can Use To Sell Anything To Anyone Without Ever Meeting Them In Person!

Listen: Many years ago, I thought I wanted to be a salesman. I got myself a job selling encyclopedias door-to-door and I kept at it until I was damn good. But there was a problem. You see, I could only knock on about 40 doors each evening. And therefore, no matter how hard I worked, there was a definite ceiling on my earning capacity.

And besides that, selling door-to-door is a hard way to make a living!

So, I kept searching and searching until I came up with my "crazy letter idea" which is the first experience I ever had with what I call RSC or "remote control selling." RSC uses the secrets of something else I developed called "Killer Advertising" to almost force people to buy whatever you are selling. And what RSC lets you do is, sell almost anything without ever meeting your customers in person...

or even talking to them on the phone!

These "remote control" selling secrets of "Killer Advertising" can be used by anyone. Even a housewife, a student or someone who is unemployed. And, if you have a business, (or you want to have a business), these secrets can generate so much cash-flow you will actually have a hard time getting all the money to the bank. I'm not kidding. My "crazy letter idea," for example, brought in...

MORE THAN 20,000 CHECKS PER DAY!

By the way, getting that many checks every day means you have to hire 30 full time employees just to make your bank deposit. But anyway, my "crazy letter idea" isn't the only thing

you will learn when you read my report. No. That's just Section One! Here is what you will learn in the rest of the report:

SECTION #2: HOW TO GET A PRODUCT TO SELL IF YOU DON'T HAVE ONE ALREADY AND HOW TO GET IT FOR NOTHING!

Many people believe they have to pay a small fortune to "tie up" a product. That is not true. There are thousands of products you can get an "exclusive" on without spending a dime! Not only that, there is one certain kind of product that I call the "perfect product" that you can sell in big numbers and not ever pay anybody else one red cent! This product only costs a few pennies to "manufacture" and you can sell all the necessary "work" right in your own home.

So, if you want to make some serious money, don't worry if you don't already have a product or service. This section will tell you how to get a great product even if you are dead broke like I was!

SECTION #3: HOW TO GET AS MUCH MONEY AS YOU NEED TO "ROLL OUT" YOUR PROJECT... AND GET IT WITHOUT BORROWING!

Do you have a good idea? Can you prove it? If so, there's a very good chance I can get you all the money you need without you ever having to pay it back... or even having to pay interest!

You see, because of my connections, I have a network of people who call me all the time to see if I know about any good ideas in which they can invest money. These people who call me have millions to invest and they trust my judgment. And, as soon as you read this section, you'll know how to prove your idea is good and how you can tap into my network of investors to get all the money you need!

SECTION #4: HOW TO GET MOVIE AND TV STARS TO HELP YOU SELL YOUR PRODUCTS AND SERVICES!

You're not going to believe your eyes when you read this section! Why? The answer is simple. You see, this part of my report reveals a very "private secret method" of getting in touch with any movie or TV star. You'll learn where to get their private phone numbers and how to approach them about helping you sell or promote your goods and services.

By the way, you'll also learn how to get them to bargain basement prices so you don't have to spend an arm and a leg!

SECTION #5: AN AMAZING SECRET THAT CAN MAKE YOUR NEWSPAPER ADVERTISING INFINITELY MORE PROFITABLE!

I have probably created more newspaper ads than anyone else you've ever met. In fact, some of my ads were being run by one company. (Instead of separate clients) that that company would be the third largest newspaper advertiser in the world.

Just behind Delta Airlines, they said.

Could that be true? I honestly don't know, but I do know I have created an enormous number of profitable newspaper ads. And I've learned some secrets. Powerful secrets! So, when you read this section, you learn not only how to buy newspaper advertising at the lowest possible price, you also learn how to make your ads pay off with the most possible profit!

SECTION #6: HOW TO GET THE EXACT NAME AND ADDRESS OF EVERY MAN, WOMAN AND CHILD WHO IS EVER LIKELY TO BECOME ONE OF YOUR CUSTOMERS!

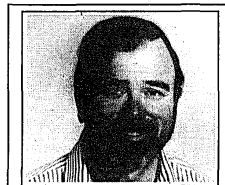
Every single one of your potential customers is out there just waiting to hear from you. But you can't catch them if you can't find them. Don't worry. This valuable section will tell you exactly, step-by-step, how to get the name and address of every single potential customer for your goods or services.

Not only that, I'm going to reveal how you can identify "dead wood" names (they're on every mailing list) so you don't waste your time and your money mailing to people who will never respond.

By the way, as a neat little bonus, this section will also reveal, if you are interested, how you can get the name and home address of almost every person in America who has the same last name you do.

SECTION #7: WHAT TO WRITE ON A SIMPLE POSTCARD MAILING THAT WILL MAKE PEOPLE FLOOD INTO YOUR BUSINESS!

Advertising does not have to be expensive. No. Believe it or not, you can sell more goods



ABOUT GARY HALBERT Gary Halbert has helped hundreds of people make millions of dollars. Some of his more famous clients are Geoffrey Scott of Dynasty, Robert G. Leen (father of "Nothing Down"), Mark O. Haroldson (World famous Real Estate expert) and Les Dabbs, Vice President of "Nothing Down" Cosmetics. Mr. Halbert currently resides in Los Angeles and he spends much of his time fishing on his boat which was used in the original "Sea Hunt" TV series.

and services with a simple postcard mailing than other people are able to sell with full-page, full-color magazine ads... or even national TV commercials! But you've got to know exactly how to do it. You know, it took me 15 years to discover this neat little trick. But now, simply by reading this section, you can learn how to use this dirt-cheap little money maker in just 15 minutes!

SECTION #8: CAN IT AND CLONE IT! You may find this to be the most interesting section in the report. That's because this section will teach you how to create a great advertisement or sales letter—even if you are a lousy writer!

Let's face it: Not everybody is good at putting their ideas down on paper. However, new at last, when you learn my "secret method," you'll know how to make all your ads and letters look like they were written by a pro.

Believe me, this will work for you even if you can hardly write your name. As long as you can talk, I can show you how to create an absolutely fantastic "sales pitch" in 15 minutes!

SECTION #9: HOW TO MAIL UP TO 100,000 LETTERS PER WEEK AT NO COST WHATSOEVER! (not even postage)

How would you like to mail 100,000 sales letters every week and have other people gladly pay every penny of your costs? I'm talking about postage, printing, envelopes and everything. Actually, it's rather easy (when you know how). Believe me, this idea alone is worth more than 100 times the entire cost of my report!

SECTION #10: HOW TO USE 976 NUMBERS TO GET PEOPLE TO PAY TO HEAR YOUR SALES PITCH!

You've heard about these "976" numbers, haven't you? They're the numbers you listen to a recorded message and then you get \$2.00 or so charged to your phone bill.

Listen: Most of those "976" numbers are used by slimebags who offer sexually explicit messages. However, there is another way (a respectable way) to use "976" numbers to provide a valuable public service and, at the same time, get people to pay to hear a message from you that makes them want to buy your goods or services.

Don't miss this section; it's a real eye-opener!

SECTION #11: HOW TO MAKE YOUR AD IN THE YELLOW PAGES FULL IN MUCH MORE BUSINESS THAN IT DOES NOW AT NO EXTRA CHARGE!

You won't learn this sure-fire technique from any ad agency in town. It's simple, it's easy and this little secret will work for you no matter what you are selling. It'll only take you about 10 minutes to make the necessary changes and your profits will immediately increase dramatically all year long.

SECTION #12: HOW TO USE CHEAP LITTLE CLASSIFIED ADS TO MAKE MORE MONEY PER DAY THAN YOU COULD EVER HOPE TO SPEND!

Classified ads are dirt-cheap. But don't overlook them because they can make you rich! (ask!) I know three people and each of them (one in California, one in Louisiana, one in Ohio) makes more than \$10,000 per day from these tiny powerhouse ads. Sometimes the ads cost less than fifty cents (.50) and yet, you can use them to generate huge wads of money.

But you've got to know exactly how to do it. And don't worry, you'll learn the real secrets of how to do-it when you read this section.

SECTION #13: HOW TO USE RSC TO FIND YOUR DREAM LOVER This section is not about money and it will

VITAL NOTE! PLEASE FOLLOW THE INSTRUCTIONS BELOW AND CALL MY OFFICE IMMEDIATELY IF YOU WANT TO RECEIVE THIS VITAL INFORMATION IN THE FASTEST WAY HUMANLY POSSIBLE!

not be of interest to everyone. If you are happily married, you may want to skip this part of the report and go on to Section #14.

On the other hand, if you are looking for someone of the opposite sex who is just right for you, reading this section will be like a dream come true. You see, I have developed a way (a patented way) to meet members of the opposite sex that works so well my "secret technique" was discussed on one of the biggest (and best!) radio shows in Los Angeles on different times. In fact, as soon as I used this idea, I received letters and pictures from women all over California and from as far away as London, England and the Virgin Islands.

Like I said, if you are completely happy with someone already, you can skip this section. But if you are not happy in this area, this may be of great interest to you.

SECTION #14: HOW TO GET YOURSELF OR YOUR PRODUCT FEATURED ON CABLE TV AT NO COST WHATSOEVER!

In the last 1 1/2 years, I have been responsible for nine different cable TV shows and I have learned some amazing secrets about this line of work. Listen: If you are truly an expert in your field of work and/or if you have a first class product or service, there is a very real chance you can get millions of dollars worth of cable TV time at virtually no cost to you whatsoever. This section will explain everything. Please read it the same day you get my report.

SECTION #15: THE DARK SIDE OF SUCCESS!

When you read my report you truly are going to learn the real secrets of making a lot of money and making it fast! However, making a lot of money can be a "mixed blessing" if you aren't careful. In fact, if you don't know what to watch out for, you could end up having trouble with the government, with lawyers, with jealous people who want to sue you and so on!

I know; I've already had all these problems and they were sometimes very unpleasant. However, when you read this vital section you'll learn my step-by-step method for avoiding this kind of nonsense.

Please don't skip this section! It's not enough to learn how to make money, you've also got to learn how to keep it!

SECTION #16: HOW TO GET THE MOST VALUABLE FREE GIFT IN ALL THE WORLD!

This chapter contains a surprise offer of a free gift I'd like to send you. And, in my opinion, it is probably the most valuable gift anyone will ever send you. (By the way, I was once paid \$2,500.00 for one of these.) Anyway, after you've read my report, you're going to want this item and, I think you're going to be overjoyed that I'm willing to send it to you and, send it free. Well, that's it. You've just read a complete description of my new report and I hope you decide to get it and read it immediately. It comes with a money-back guarantee and it is easy to order. All you have to do is write your name and address and the words "Special Report" on a piece of paper and send it with your payment of \$39.95 plus \$3.00 postage and handling (total \$42.95) to:

Everett & Lloyd Inc. Suite 603 9000 Sunset Boulevard Dept. LAT-1 Los Angeles, California 90069

Are you in a hurry? If so, for even faster service, you can also order by phone. Just call us at our office and you can use our Visa, MasterCard or American Express. Our phone lines are open from 7 AM to 7 PM (West Coast time) and our number is...

(213) 273-7053

Anyway, no matter how you order, we'll send the report promptly by return mail as soon as we hear from you.

P. S. Checks and money orders should be made payable to Everett & Lloyd, Inc. and California residents must add 3 1/2 % sales tax (\$2.50) for a total payment of \$45.55. Thank you.

MEMORABILIA 1994

MEMORABILIA 1994

MEMORABILIA 1994

COLLECTIBLES 1995

COLLECTIBLES 1995

COLLECTIBLES 1995

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COLLECTIBLES 1995

STAMPS 1993

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At last! China reveals her 1,300 year old stay-young health secret.

MORE AMAZING THAN ACUPUNCTURE?

by George Culbertson © Copyright 1974 by Good News Publishing Co.

The average American gets his only exercise walking from his house to his car. As soon as he gets in his car, the automatic transmission, power brakes, and power steering take over for him. In many cases he even has a remote control gadget that opens his garage door where he keeps his riding power lawn mower. In the meantime his wife is in the kitchen with her electric mixer, electric can opener, garbage disposal, and self cleaning oven.

It seems like machines do everything for us lucky Americans anymore. Is it any wonder then that almost 80 per cent of Americans are overweight? Did you know that the United States is ranked 11th in the world for life expectancy of women and 18th for men? Over 165,000 Americans die prematurely each year from heart disease.

It's a shame that such a rich and wonderful country like ours is losing it's health because of it's own richness. In an age where we are now worried so much about the ecology of our land, I think it's about time we worried more about the wasting of our bodies.

If you are an average American, chances are that you are well aware of the problem, and you are seriously willing to do something about it. The only trouble is, you've dieted umpteen times, but gained back every pound you lost after you quit dieting. And who the heck wants to be on a diet for the rest of his life, anyway. You've probably tried exercising too, but

gave it up before it had a chance to do any good. After all, most exercises are hard and strenuous, and most Americans really don't have the time to do them. The fact is that we are in danger of becoming a nation of weak, fat slobs.

So where is the solution to our problem? Must we give up the good things of life we have struggled so hard for? Do we have to trade in our air conditioned cars for bicycles, and our rich foods for bland diets?

The answer is NO! Believe it or not, there is a way we can have our cake and eat it, too! There is a way to be fit and trim without working for it!

Strangely enough the answer to the problem isn't new. It is over 1300 years old. The Taoist monks of ancient China had a worse problem than we do. They were very intelligent men who sat and meditated continuously without hardly moving at all.

Although the meditation helped improve their minds, they realized that their bodies were suffering for it. As a result these thinking men developed a series of movements that exercised every muscle of the entire body in just a few minutes without strain. These exercises were called TAI CHI. They could be done anywhere anytime in just a few minutes without working up a sweat. It was the answer to their problem, and it is also the answer for us easy living Americans.

Doctors and physical educators have been extremely excited about TAI CHI since it arrived here in the United States. Here,

finally, is an exercise that is easy enough for both young and old to do, but beneficial enough to help control your weight. TAI CHI has been enthusiastically endorsed in magazines like *Newsweek*, *Vogue*, *Cosmopolitan* and *Harpers Bazaar*.

Helping to control your weight is only one of TAI CHI's benefits. Here are some others:

- *It tones all of the muscles of the body, giving you a slimmer and younger looking appearance.*
- *It increases your blood circulation, giving you a less tired or nervous feeling.*
- *It stimulates better breathing, supplying more oxygen to your body tissues. (It takes oxygen to burn up fat.)*
- *TAI CHI strengthens the muscles of your heart without straining them. (This may give you a much better chance against heart disease)*
- *TAI CHI has a relaxing effect, almost like a mild tranquilizer, letting you sleep better at night and feel better in the morning.*
- *It strengthens the lower back muscles. (weak back muscles are a major cause of backache)*

Remember one thing... TAI CHI is not a gimmick. It has been recommended by hundreds of health authorities, and it really works. If you are really serious about losing weight and becoming physically fit, TAI CHI may well be the solution to your problem.

After the Taoist monks invented TAI CHI, they jealously kept it a secret for hundreds of years. Today it is no longer a

secret. In fact, it is gaining wide popularity in the United States.

The Good News Publishing Co. recently discovered a book, written by a master instructor in the art of Tai Chi. This book is a complete course in Tai Chi and contains over 100 illustrations simple enough for anyone to understand and perform.

Again, let me remind you that these easy exercises can be performed in just a few minutes with absolutely no huffing or puffing.

Believe it or not, the price of this course in TAI CHI is only \$6.95 complete. And The Good News Publishing Co. will make this unusual guarantee to you. After you receive your course in TAI CHI, take it to your family doctor and show it to him. If he says, for any reason, that it's not worth it, send it back and Good News will refund your money in full.

To get your copy, please send \$6.95 to Good News Publishing Co., 7576 Freedom Ave., North Canton, Ohio 44720.

The book will be sent to you promptly by return mail.

Again, if for any reason you or your family doctor are dissatisfied, you can return the book and your \$6.95 will be refunded immediately.

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ADVERTISEMENT

How to keep your money from being MURDERED!

by Gary Halbert



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If you are lucky enough to have any money set aside for a rainy day and you're keeping it in a savings account, you are really being taken.

Your money is probably earning about 5 1/4 per cent interest. Since inflation is averaging 8 per cent to 10 per cent a year, you are not even breaking even. And the way things are going this year it can only get worse.

Do you realize that you have to spend \$1.49 to buy as much steak as you could buy for a dollar only a few months ago?

If you have any money invested in the stock market, you are really asking for it. Eighteen months ago Winnebago was considered one of the safest of the blue chip stocks on the New York Stock Exchange. A thousand dollars invested in this "safe" stock only a year and a half ago, as of this writing, would have shrunk to \$145.00. And hundreds of stocks have done even worse.

What about U.S. Savings Bonds? As an investment they are really a joke. Ten years ago if you had invested \$1,000.00 of your hard earned money in series "E" government bonds you would have by now earned only \$7.44 a year in purchasing power.

Well, how about keeping your money hidden in an old sock under the mattress? Had you tucked away a thousand dollars in this manner in 1957, by now your purchasing power would have dropped a full 40 per cent. Are things about to get better?

No way.

The year 1974 promises to produce the highest inflation rate in the last 22 years. Prices, as you may have noticed, are going no where but up. Some, like meat and gasoline are going right out of sight. The plain fact is that your money is in more danger right now than at anytime since 1929.

Is there a way out? Is there any place at all to put your money where it is safe? Where will it earn enough interest to keep ahead of inflation? Where you can get at it instantly in case of an emergency? Is there?

You bet there is!

The answer is going to surprise you. The best place to keep your money is probably the same place you are keeping it now. In your bank in a savings account. You've got to start doing things a little differently, however.

Here is just one of the things you can do if you know how. You can go to your bank, take out your savings, fill out a new deposit

ticket, put the money right back into another savings account and increase the interest on your savings from 6 to 15 per cent. All in one day! Hard to believe isn't it? But this is just the beginning.

Listen to all of this!

- When you open a new account you can get ten bank gifts instead of one.
- You can withdraw your money and still earn interest on it.
- You can have two savings accounts paying you interest at the same time on the same money.
- You can earn interest on money you have spent months ago.
- You can earn more money on your checking account than most people earn on their savings accounts.
- You can earn interest on the money other people have on deposit.

All of this is perfectly legal. Everything you will be doing is not only permitted but actually encouraged by banks and other financial institutions because the more money you make the more money they make. In fact, they use these techniques themselves. And during all this, your money will be insured 100 per cent by the U.S. Government. All of this is carefully explained in a new book titled, "How to Rob a Bank Without a Gun."

The book was written by an Ohio school teacher named George Jenney as part of a research project for a publishing company. The book is easy-to-read, easy-to-understand, and can lead you step-by-step to a new financial independence. The book is not now available at book stores or newsstands.

You can get a copy if you hurry by sending your name and address and \$6.95 in cash, check, or money order payable to The Good News Publishing Co., Dept. No. 1178, 7576 Freedom Ave., N.W., North Canton, Ohio 44720.

The book will be sent to you promptly by return mail. The publisher guarantees that this book will show you how to at least double the earning power of your money.

If not, or for any reason you are dissatisfied, you can return the book for a full and immediate refund of your entire purchase price. You can't lose.

Send for the book today. Remember, now more than ever you have a real money fight on your hands and it is only going to get worse.

Here is a chance to put the odds on your side

HOW TO MAKE MONEY WITH YOUR CREDIT CARDS

You may have more money in your pocket than you realize. A lot more. In fact, chances are that you have virtually thousands of dollars of "hidden money" in your wallet or purse right now.

Before you can spend this money you are going to have to do a little work. It will take you about 45 minutes. That is approximately how long it will take you to learn 31 legal ways to turn every credit card you have from an expense into a plastic gold mine.

This isn't exactly what the Credit Card Companies had in mind when they issued you your card. But please don't spend a lot of time feeling sorry for them. They have been making money from you from the first day you ever used any of your credit cards. Not only have they been making money from you, they have also been taking a healthy cut from the restaurants, stores, hotels, and other places where you use your cards. Credit card company profits over the years have amounted to millions, upon millions, upon millions of dollars.

So don't start feeling guilty just because you are about to learn how to use your credit cards to make yourself a few thousand extra dollars. Actually, you aren't going to be hurting the credit card companies anyway.

Just in case you are wondering, each of these money-making techniques is perfectly safe. They are also 100 per cent legal and they will not in any way endanger your credit or your standing with the Credit Card Companies. They are the result of a great deal of painstaking research. The results of this research have been nothing short of amazing. Here are some of the things you can do with your credit cards if you know how:

- You can earn interest (up to 7½ per cent) on money you have already spent.
- If you can memorize two short sentences you can flash your credit card and get sizeable discounts on even the things you pay cash for.
- You can use your credit cards to raise thousands of dollars in cash even if banks and finance companies refuse to give you a loan. And you can do this without anyone approving your credit or making a credit investigation.
- You can cut the interest rate you are paying on your credit card purchases by as much as 50 per cent.



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- You can use your credit cards to keep your money at the same time you are spending it and earn interest on it all at the same time.
 - You can use credit card company money for as long as 90 days without paying any interest at all.
 - You can get up to 40 different credit cards and use each one of them for your own personal profit.
- You can use your credit cards to do all this legally and safely. It's amazing but true! But here is something even more amazing. When you use these smart-money techniques you will actually be doing a favor for everyone involved including the Credit Card Companies themselves. All of this is carefully explained in a brand

new book titled, "How To Turn Plastic Into Gold." The book was written by Martin J. Meyer, one of the nation's foremost experts on making money and saving money for you—when you bank—when you buy—when you use your credit card. The book is easy to read, easy to understand, and inexpensive. You can get a copy if you hurry by sending your name and address and \$6.95 in cash, check or money order payable to The Good News Publishing Co., 7576 Freedom Ave., N.W., Dept. 1087, North Canton, Ohio 44720. The book will be sent to you promptly by return mail.

If for any reason you should be dissatisfied, you can return the book and your \$6.95 will be immediately refunded.

THE ECONOMY

FED: Analysts Divided Over Rate Policy

Continued from Page 2 follows market indicators such as commodity prices and the value of the dollar.

It was only recently that all of the various indicators began pointing in the same direction. "Friday's employment report was the last straw," said Alan Reynolds, a leading supply-side economist at Polymetcon Inc., a research firm in Morristown, N.J.

"For supply-siders, the climbing dollar and collapsing metals prices started signaling the need for Fed easing several weeks ago," Reynolds said. "There are a few diehards left, but most of them threw in the towel over the weekend."

Reynolds expects the interest rate on long-term 30-year Treasury bonds, which hit a peak of 9.35% in late March but is at roughly 8.4% this week, to continue to fall well under 8%. He thinks the trend of inflation has been overstated by most economists.

"The necessity for further tightening has passed," Reynolds said,

"and the Fed can now reap the reward of restored confidence in the dollar by letting nominal interest rates decline."

But other analysts contend that the underlying inflation rate, which does not include shocks from jumps in food and energy prices, is likely to continue creeping upward because of tight labor markets and limits on expanding industrial capacity.

"Just because the economy is growing more slowly doesn't mean that inflation is going to melt away," said David Hale, chief economist at Kemper Financial Services.

BORROWING: Pace Slows

Continued from Page 2 economic growth is slowing as the record pace of expansion extends into its seventh year.

"We've been seeing for a very long time a great deal of caution in consumer borrowing, to the point that debt outstanding is beginning to fall behind the growth in personal income," Shaber said.

in Chicago.

The economy's recent performance has led many analysts to believe that it is coming in for an unprecedented "soft landing" in which tighter monetary policy helps cool off inflation without plunging the economy into a recession.

"Pulling off a soft landing is like landing a B-1 bomber on an aircraft carrier," said Charles Renfro, chief economist at Alphametries Inc., a Philadelphia-based forecasting firm. "Nobody has ever done it before, but that doesn't mean it's impossible."

That Americans have kept their borrowing under control so far this year could bode well for healthy consumer spending as the year progresses, she said.

Consumer spending is closely watched as a barometer of the economy's health because it represents two-thirds of overall economic activity.

Money-Market Funds

Money funds with assets of \$100 million or more that are available to individual investors. For period ended June 6, 1989. Assets of the 214 taxable money funds increased \$2.7 billion to \$206.5 billion during the week ended June 6, 1989. The taxable funds' 7-day average yield decreased to 8.0% from 8.1%. The taxable funds' 30-day average yield decreased to 8.12% from 8.1%. The taxable funds' average maturity lengthened by 1 day to 264 days.

Yield information is not available for all funds. See page 10 for more information. Fund yields are based on information from IBF/Dougherty's Money Fund Report of Issues, 01/740, 1/80-3/23/81/82.

Table with columns: Fund, Assets, 7-day Yield, 30-day Yield, and 7-day Yield. Lists various money market funds like AIA Money Fund, AIA Money Fund Prime, etc.

BoFA

Continued from Page 1

Eligible projects will include multifamily facilities, mobile homes and single-family homes.

"Pulling off a soft landing is like landing a B-1 bomber on an aircraft carrier," said Charles Renfro, chief economist at Alphametries Inc., a Philadelphia-based forecasting firm.

A bank spokesman said that the money is expected to go to non-profit developers, although he said other builders will not be excluded.

Donald A. Mullaney, a BoFA executive vice president, said the bank marks the first time the bank has announced a specific target amount for direct lending to affordable-housing projects.

The interest rate is the key," he said.

"I don't know of a nonprofit in the state that can't get conventional market-rate financing."

But Sylvia Martinez of the California Reinvestment Committee praised the bank's decision and said it sets a standard for the financial industry.

A bank spokesman said that the money is expected to go to non-profit developers, although he said other builders will not be excluded.

The Greenlining Coalition, which represents 18 minority, consumer and civil rights groups, said it is not satisfied with the scope of the BoFA plan.

In a letter to bank executives Wednesday, the organization called on the state's biggest bank to allocate more money for affordable-housing loans and to take steps to loan more money to inner-city minorities, to promote women members of minorities, and to expand charitable donations to the poor and minorities.

The demands from the coalition, which has been talking with BoFA executives for several months, parallel an agreement reached last

year with Union Bank to expand lending programs for low-income families and to promote more minority workers and women.

BoFA's commitment of at least \$50 million a year is in addition to \$22 million the bank has pledged to a \$100-million fund for affordable housing created last year by a consortium of California banks called the California Reinvestment Corp.

COMPUTER FILE

Waiting for better programs to take advantage of them.

By better, I mean more efficient, easier to use and more powerful software.

That means limiting on-screen graphics for the most part, because graphics really soak up processing speed, memory and hard disk space.

It is probably too much to hope that the emergence of operational consistency among DOS programs—the greatest advantage Macintosh offers—but easy-to-use software is available. A couple of programs that illustrate my point are SuperCalc 5, a powerful new spreadsheet from Computer Associates, and Advanced Revelation from Revelation Technologies, which is an impressive database package.

OPEC: Some May Ignore Quotas

Continued from Page 2 and Mana Said Oteba of the United Arab Emirates would probably voice reservations about the agreement, which market analysts would take as a signal that they will probably go on producing above their assigned quotas.

The cartel recently has been producing some 21 million barrels daily as member countries have exceeded their quotas.

The Paris-based International Energy Agency, the West's energy watchdog, said it expected demand for OPEC oil to reach almost 21 million barrels a day in the second

half of the year, enough to accommodate some OPEC quota "leakage" provided that heavyweights like Saudi Arabia do not join in.

According to conference sources, Kuwait's Sheikh Ali inscribed his reservations about the quota agreement in a footnote to the signed version of OPEC's communiqué.

Among analysts, John Lichtblau, president of the Petroleum Research Foundation, said in the United States of the OPEC deal: "It's not very positive news because it's not clear what Kuwait's position will be."

L.A. Grain for Wednesday, June 7, 1989

Table with columns: Fund, Assets, 7-day Yield, 30-day Yield, and 7-day Yield. Lists various grain funds like United Arab Emirates, etc.

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From:
Marathon, Florida
Tuesday, 10:35 A.M.
April 17, 1990

Dear Friend,

As you can see, I have attached a nice, crisp dollar bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I wanted to make sure this letter would catch your attention.
2. And secondly, since what I am writing about concerns ways you can make a lot of money, I thought using a dollar bill as an "eye-catcher" was especially appropriate.

Here's what it's all about: A few days ago you answered my ad in the Wall Street Journal. I'm sure you remember. The headline of the ad was...

Hot New Reports From
Top Ad Expert Reveal
6 Amazing Secrets!

The ad then invited you to call for more info on the following:

1. How to get the exact name and address of every man, woman, and child who is ever likely to become one of your customers!
2. How to mail up to 100,000 sales letters per week at no cost whatsoever...not even postage!
3. How to get yourself or your product featured on cable TV... without spending a penny!
4. How to get as much money as you need to expand your business...and get it without borrowing!
5. How to get movie and TV stars to help you sell your products and services...and get them at dirt-cheap prices!
6. How to use cheap little classified ads to generate an enormous daily cash-flow!

OK, that's why I'm writing. I have assembled an information package that contains all of the above information plus ten more incredible secrets that can help you hype the gross of your business almost beyond belief. I'm not kidding. If you are interested in

(go to Page 2)

creating a huge (and immediate) cash-flow for yourself or your business, this is going to be the most exciting message you will ever read.

Here is why: My name is Gary Halbert and some time ago I was dead broke. My business was almost bankrupt and I couldn't even pay the rent. Actually, I wasn't just broke, I was desperate. Then, one day, I came up with a "crazy idea" about how to write a certain kind of sales letter that would get people to send me money.

I was living in Ohio at the time and my friends laughed at my idea. They thought it was a big joke. They said I was a dreamer and that I had no "common sense." In fact, one guy said I was a nerd and that my idea was so silly he felt sorry for me.

Oh yeah? Well, I didn't care. I still thought it was a good idea and I typed up a few of my letters and I started mailing them out. And guess what? People did start sending me money. And I used that money to mail more letters which brought in more money. And I used that to mail even more letters, which brought in even more money...

And so on.

What's the bottom-line? Simply this: Before I was finished, that one simple letter pulled in...

More than 7,300,000 replies!

Think about it: More than seven million people wrote back to me and every one of those people sent a check (made out to my wife) or else cash I could put in my pocket. And what was I selling? Actually, it doesn't matter. You see, the magic was not in the product, it was in the letter!

Do you have something to sell? If so, you can use that same "crazy idea" I used in my letter to create a letter of your own and sell almost anything you've got.

WHO NEEDS THIS SECRET?

- * Are you a salesman who needs more leads?
- * Are you a housewife about to get a divorce who needs a simple way to make a lot of money?
- * Do you have a furniture store, restaurant, a car dealership, a hot dog stand or some other kind of establishment, you'd like to see swamped with customers?
- * Are you a manufacturer who would like to sell so many of your widgets you'll have to run extra shifts to meet the demand?
- * Are you a marketing consultant who likes to keep up with new ideas and techniques so you can better serve your clients?
- * Are you an M.D., a dentist, a chiropractor, an optometrist, a therapist, or any other kind of health care professional who would like to see your waiting room bursting with new patients?
- * Do you have a house you'd like to sell? A thousand houses? A car?

(go to Page 3)

A boat?

Do you have anything you'd like to sell? Consulting services?
Products? Yourself?

If you answered "yes" to any of the above questions, you should try my "crazy letter idea." You can find out all about it in my new information package called...

How To Make Maximum Money
In Minimum Time!

Listen: Many years ago, I thought I wanted to be a salesman. I got myself a job selling encyclopedias door-to-door and I kept at it until I was darn good. But there was a problem. You see, I could only knock on about 40 doors each evening. And therefore, no matter how hard I worked, there was a definite ceiling on my earning capacity.

And besides that, selling door-to-door is a hard way to make a living.

So, I kept searching and searching until I came up with my "crazy letter" idea: which is the first experience I ever had with what I call RCS or "remote control selling." RCS uses the secrets of something else I developed called "Killer Advertising" to almost force people to buy whatever you are selling. And, what RCS lets you do is, sell almost anything without ever meeting your customers in person...

or even talking to them on the phone!

These "remote control" selling secrets of "Killer Advertising" can be used by anyone. Even a housewife, a student or someone who is unemployed. And, if you have a business, (or you want to have a business), these secrets can generate so much cash-flow you will actually have a hard time getting all the money to the bank. I'm not kidding. My "crazy letter idea," for example, brought in...

MORE THAN 20,000 CHECKS
PER DAY!

By the way, getting that many checks every day means you have to hire 30 full time employees just to make your bank deposit. But anyway, my "crazy letter idea" isn't the only thing you will learn when you get my information package. No, that's just one section! Here is what you will learn in other sections:

SECTION #2

HOW TO GET A PRODUCT TO SELL
IF YOU DON'T HAVE ONE ALREADY
AND HOW TO GET IT FOR NOTHING!

Many people believe they have to pay a small fortune to "tie up" a product. That is not true. There are thousands of products you can get an "exclusive" on without spending a dime!

Not only that, there is one certain kind of product that I call the "perfect product" that you can sell in big numbers and not ever pay anybody else one red cent. This product only costs a few pennies to "manufacture" and you can do all the necessary "work" right in your own home.

(go to Page 4)

So, if you want to make some serious money, don't worry if you don't already have a product or service. This section will tell you how to get a great product even if you are dead broke like I was!

SECTION #3

HOW TO GET AS MUCH MONEY
AS YOU NEED TO "ROLL OUT"
YOUR PROJECT...
AND GET IT WITHOUT BORROWING!

Do you have a good idea? Can you prove it? If so, there's a very good chance I can get you all the money you need without you ever having to pay it back...or even having to pay interest!

You see, because of my connections, I have a network of people who call me all the time to see if I know about any good ideas in which they can invest money. These people who call me have millions to invest and they trust my judgement. And, as soon as you have read this section, you'll know how to prove your idea is good and how you can tap into my network of investors to get all the money you need.

SECTION #4

HOW TO GET MOVIE AND TV STARS
TO HELP YOU SELL
YOUR PRODUCTS AND SERVICES!

You're not going to believe your eyes when you read this section! Why? The answer is simple: You see, this part of my package reveals a very "private secret method" of getting in touch with any movie or TV star. You'll learn where to get their private phone numbers and how to approach them about helping you sell or promote your goods and services.

By the way, you'll also learn how to get them at bargain basement prices so you don't have to spend an arm and a leg!

SECTION #5

AN AMAZING SECRET
THAT CAN MAKE YOUR NEWSPAPER ADVERTISING
700% MORE PROFITABLE!

I have probably created more newspaper ads than anyone else you've ever met. In fact, someone once calculated that, if all my ads were being run by one company, (instead of separate clients) that that company would be the third largest newspaper advertiser in the world.

Just behind Delta Airlines, they said.

Could that be true? I honestly don't know, but I do know I have created an enormous number of profitable newspaper ads. And, I've learned some secrets. Powerful secrets! So, in this section you learn not only how to buy newspaper advertising at the lowest possible price, you also learn how to make all your ads pay off with the most possible profit!

SECTION #6

HOW TO GET THE EXACT NAME AND ADDRESS
OF EVERY MAN, WOMAN AND CHILD
WHO IS EVER LIKELY TO
BECOME ONE OF YOUR CUSTOMERS!

(go to Page 5)

Every single one of your potential customers is out there just waiting to hear from you. But you can't sell them if you can't find them. But don't worry. This valuable section will tell you exactly, step-by-step, how to get the name and address of every single potential customer for your goods or services.

Not only that, I'm going to reveal how you can identify "dead wood" names (they're on every mailing list) so you don't waste your time and your money mailing to people who will never respond.

By the way, as a neat little bonus, this section will also reveal, if you are interested, how you can get the name and home address of almost every person in America who has the same last name you do.

SECTION #7

WHAT TO WRITE ON A SIMPLE POSTCARD
MAILING THAT WILL MAKE PEOPLE
FLOOD INTO YOUR BUSINESS!

Advertising does not have to be expensive. No. Believe it or not, you can sell more goods and services with a simple postcard mailing than other people are able to sell with full-page, full-color magazine ads...or even national TV commercials! But you've got to know exactly how to do it. You know, it took me 15 years to discover this neat little trick. But now, simply by going through this section, you can learn how to use this dirt-cheap little money maker in just 15 minutes!

SECTION #8

CAN IT AND CLONE IT!

You may find this to be the most interesting information in this entire package. That's because this section will teach you how to create a great advertisement or sales letter - even if you are a lousy writer!

Let's face it: Not everybody is good at putting their ideas down on paper. However, now at last, when you learn my "secret method" you'll know how to make all your ads and letters look like they were written by a "pro".

Believe me, this will work for you even if you can hardly write your name. As long as you can talk, I can show you how to create an absolutely fantastic "sales pitch-in-print!"

SECTION #9

HOW TO MAIL UP TO 100,000
LETTERS PER WEEK
AT NO COST WHATSOEVER!
(not even postage)

How would you like to mail 100,000 sales letters every week and have other people gladly pay every penny of your costs? I'm talking about postage, printing, envelopes and everything! Actually, it's rather easy (when you know how). Believe me, this idea alone is worth more than 100 times the entire cost of my material!

SECTION #10

HOW TO USE 976 NUMBERS
TO GET PEOPLE TO PAY
TO HEAR YOUR SALES PITCH!

You've heard about those "976" numbers, haven't you? They're the ones you call to listen to a recorded message and then you get \$2.00 or so charged to your phone bill.

(go to Page 6)

Listen: Most of those "976" numbers are used by slimebags who offer sexually explicit messages. However, there is another way (a respectable way!) to use "976" numbers to provide a valuable public service and, at the same time, get people to pay to hear a message from you that makes them want to buy your goods or services.

Don't miss this section; it's a real eye-opener!

SECTION #11

HOW TO MAKE YOUR AD
IN THE YELLOW PAGES
PULL 400% MORE BUSINESS
THAN IT DOES NOW
AT NO EXTRA CHARGE!

You won't learn this sure-fire technique from any ad agency in town. It's simple, it's easy and this little secret will work for you no matter what you are selling. It'll only take you about 10 minutes to make the necessary changes and your profits will immediately increase dramatically all year long.

SECTION #12

HOW TO USE CHEAP LITTLE CLASSIFIEDS
TO MAKE MORE MONEY PER DAY
THAN YOU COULD EVER HOPE TO SPEND!

Classified ads are dirt-cheap. But don't overlook them because they can make you rich - and fast! I know three people and each of them (one in California, one in Louisiana, one in Ohio) makes more than \$10,000 per day from these tiny little powerhouse ads. Sometimes the ads cost less than fifty cents (.50) and yet, you can use them to generate huge wads of money.

But you've got to know exactly how to do it. But don't worry, you'll learn the real secrets of how-to-do-it when you read this section.

SECTION #13

HOW TO USE RCS
TO FIND YOUR DREAM LOVER

This section is not about money and it will not be of interest to everyone. If you are happily married, you may want to skip this part of the package.

On the other hand, if you are looking for someone of the opposite sex who is just right for you reading this information will be like a dream come true. You see, I have developed a way (a dignified way) to meet members of the opposite sex that works so well my "secret technique" was discussed on one of the biggest (and best) radio shows in Los Angeles six different times. In fact, as soon as I used this idea, I received letters and pictures from women all over California and from as far away as London, England and the Virgin Islands.

Like I said, if you are completely happy with someone already, you can skip this information. But if you are not happy in this area, this may be of great interest to you.

SECTION #14

HOW TO GET YOURSELF OR YOUR PRODUCT
FEATURED ON CABLE TV
AT NO COST WHATSOEVER!

(go to Page 7)

In the last few years, I have been responsible for at least nine different cable TV shows and I have learned some amazing secrets about this medium. Listen: If you are truly an expert in your line of work and/or if you have a first class product or service, there is a very real chance you can get millions of dollars worth of cable TV time at virtually no cost to you whatsoever. This section will explain everything. Please go through it the same day you get my package.

SECTION #15

THE DARK SIDE OF SUCCESS!

When you examine my package you truly are going to learn the real secrets of making a lot of money and making it fast! However, making a lot of money can be a "mixed blessing" if you aren't careful. In fact, if you don't know what to watch out for, you could end up having trouble with the government, with lawyers, with jealous people who want to sue you and so on!

I know; I've already had all these problems and they were sometimes very unpleasant. However, when you read this vital section you'll learn my step-by-step method for avoiding this kind of nonsense.

Please don't skip this section! It's not enough to learn how to make money, you've also got to learn how to keep it!

SECTION #16

HOW TO GET THE MOST VALUABLE
FREE GIFT
IN ALL THE WORLD!

This section contains a surprise offer of a free gift I'd like to send you. And, in my opinion, it is probably the most valuable gift anyone will ever send you. (By the way, I was once paid \$2,500.00 for one of these.)

Anyway, after you've studied my material, you're going to want this item and, I think you're going to be overjoyed that I'm willing to send it to you and, send it free.

Well, that's it. You've just read a complete description of the cash generating secrets you will learn when you receive my material. This info has been used to generate tens of millions of dollars by several hundred people who have consulted with me in person or else paid \$6,250 to attend one of my seminars. However, you can now receive all of this incredible information for only \$295.00.

Is that a lot of money? Well it is if you think of my material as nothing more than paper and ink and plastic. My package contains two sets of cassette tapes (there are six tapes in one binder and 12 in the other) and six written reports that are attractively printed and bound. And, I'll tell you this...

UNLESS YOU ARE BRAIN DEAD
OR LAZY BEYOND BELIEF
THIS INFO WILL MAKE YOUR
CASH FLOW EXPLODE!

I'll tell you a curious story. I had a lot of trouble getting the Wall Street Journal to accept my ad. They took the position that the claims I was making - like "How To Mail Up To 100,000 Letters Per Week At No Cost Whatsoever...Not Even Postage" just couldn't be true. So, what I did is, I sent the Wall Street Journal the same package I am offering you and, it was only after they realized (with considerable

(go to Page 8)

astonishment) that what I was saying was true did they let me run my ad.

Listen, my friend, you have a watershed decision in front of you right now. You can either ignore this letter and continue your current course or, you can order my material and...

EXAMINE IT FOR A FULL
YEAR ON A 100%
NO RISK BASIS!

That's right, my material comes with an entire year money-back guarantee and it is easy to order. All you have to do is write your name and address and the words "MAXIMUM MONEY INFO PACKAGE" on a piece of paper and send it with your payment of \$295.00 plus \$7.75 for first-class postage and handling (total \$302.75) to:

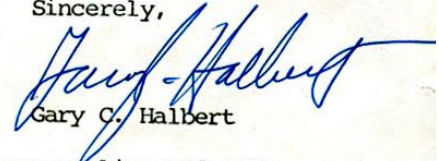
Gary C. Halbert
First Professional Centre
5701 Overseas Highway, Suite 4
Marathon, Florida 33050

NOTE: Are you in a hurry? If so, for even faster service, you can also order by phone. Just call my office and you can use your Visa, MasterCard or American Express. Our phone lines are open from 9 AM to 5 PM (East Coast Time) and our number is:

(800) 327-0028

Anyway, no matter how you order, I'll send all my material to you promptly by return mail as soon as I hear from you. Also, checks and money orders should be made payable to me "Gary C. Halbert" and Florida residents must add 7% sales tax (\$20.65) for a total payment of \$323.40. Thank you.

Sincerely,


Gary C. Halbert

P.S. My material is everything I say it is and I am a real person alive and well living right here in Marathon in the heart of the Florida Keys. I spend a lot of time fishing and diving (I own the original Sea Hunt dive boat from the TV series starring Lloyd Bridges) but, unfortunately, most of the time, you can still reach me personally by calling my office.

Oh well, nobody's life is perfect.

P.P.S. The enclosed "pink sheet" has a few of the comments others have made about my material. If some of the names sound familiar to you, that's cause many of these men are the most visible and most successful people in their respective fields.

GARY HALBERT

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NOSEXGARY@AOL.COM



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(305) 534-7577

FAX
(352) 861-1665

Dear Friend,

Thank you for listening to my recent teleseminar.

During that teleseminar, I told you that if you would send me your "snail mail" address, I would reveal to you the biggest money-making secret known to man when it comes to milking profits from a website. I am now about to keep that promise.

There are two things you must do: First, you must get as many of your Internet readers as possible to give you their snail mail address. The best way I have found to do this is to offer them something *extremely valuable* and tell them this valuable thing cannot be delivered to them via the Internet. Tell them (just as I told you) if they want this valuable item, they are going to have to give you their snail mail address so you can deliver it to them. In other words, you should give them the same incentive to give you their snail mail address as I gave you to send me your snail mail address.

Now that I have your snail mail address, what is it of value I am going to send you? Well, as you can already see, there is a penny attached to the top of this letter. That penny is worth an awful lot more than a penny... IF... you know how to use it. The way to use a penny so it makes you an enormous amount of profits is to use it as what I call a "grabber". That's the second thing you must do.

You see, a "grabber" is something you attach to the top of the first page of a sales letter that **grabs** the reader's attention... which... is then followed by a great sales pitch which makes the reader **grab** for his wallet.

I'm going to give you an example right now of how to use a lowly penny as one of the most effective grabbers.

Attach
Penny
Here

Dear Friend,

As you can see, I have attached a nice, shiny

penny to the top of this letter.

Why have I done this? Actually there are two reasons:

- 1) I have something very important to tell you and I needed some way to make sure this letter would catch your attention.
- 2) And secondly, since this letter contains important information about how you can {you insert here either *save a ton of money* or *make a ton of money*}, I thought using a penny as a financial eye-catcher was a good idea.

Here's what it's all about: {NOTE: here's where you segue into your sales pitch}

Is this worth doing? Well let me tell you something: Our tests indicate if you send "x" number of sales messages via e-mail and the same amount of sales messages via snail mail, your snail mail messages will fetch you 20 times more orders than your e-mail messages. The best way to exponentially increase the profits of your website is... to get as many of the snail mail addresses of your customers and readers as you can... and then...

**Solicit Them Via Snail Mail
On A Regular Basis!**

That's the secret I promised to deliver to you.

And now, I want to begin talking to you like a Dutch Uncle. First of all, let me ask you something: Are you already rich? If not, you need to be 100% certain you make an enormous amount of money in the year 2005... which... of course... is right around the corner.

You see, we are now living in the most uncertain time in the entire history of our country. By this time next year, there may be peace and democracy in Iraq. Or, it could be such an awful mess, it is draining our country of several hundred billion dollars per month. Or maybe the situation in Iraq will be something in between. I just don't know. Neither do you. And nobody else knows either.

What about the price of gasoline? Maybe it will be ten dollars or more per gallon. (It already is in some

countries.) Or maybe it will drop to \$1.25 (or less) per gallon. Again, I don't know and neither do you nor anyone else.

Same thing with the economy in general. A year from now, things may be rosy. Maybe everybody will have jobs and plenty of money. Maybe not. Maybe there will be a 30% unemployment rate and most people will be struggling just to survive. Maybe it will turn out to be something in the middle.

Terrorism! Maybe they'll blow up the Statue of Liberty, the stock exchange and the two nuclear power plants just south of Los Angeles. Maybe nothing will happen. The point is...

**Nobody In The World Can Now Predict
The Future With Any Degree Of Certainty Whatsoever!**

But, I'll tell you what I CAN do: I can show you (if you act right now) how to make a ton of money in 2005... *no matter what happens!*

Look, about 30 years ago, I decided I wanted to become the best copywriter who ever lived. I've achieved that goal. At least I've achieved it in my own mind (the only place that really counts) and, to my own satisfaction. Now, I want something different. Now I want...

To Be The Best Copywriting *Teacher* In The World!

And, by God, I think maybe I am. Listen up: I have a friend who is, arguably, the deadliest man on earth when it comes to hand-to-hand fighting. What he likes, after he trains someone is, to have that person go hang out in biker bars. He doesn't tell them to pick fights... because... he knows the *bikers* will take care of that part.

Anyway, just to stay "tuned-up" my friend goes out to a biker bar every once in a while, all by himself. He just sits there until one or more bikers (the more the merrier) starts to pick a fight with him... and then...

**He Beats The Living Shit Out
Of Everybody In The Bar!**

He's been doing this for years. Now, let me ask you something: If you HAD to learn how to fight (like maybe you knew you were going to have to defend your wife, your kids or one of your closest friends) who would you want to teach you how to fight? Some movie star, kick-boxing, karate guy like Chuck Norris (who literally has never been in a fight in his life)?

I don't think you'd chose him to teach you. Not if your life depended on it. I think you'd rather be trained by someone like my friend who has... *in real life...* been putting his ass on the line for years... and... who is *always* ready to do it again. Anytime. Anywhere. Anyplace.

The choice is obvious. Unless you are a complete moron, you always bet on a guy who "walks-the-walk"

instead of some lame dipshit who just "talks-the-talk". And, when it comes to copywriting... I'm the one who "walks-the-walk"... and... walks it best! I'm the only teacher in the world who has been hanging out in the "biker bars of marketing" for more than 30 years... and... who is always ready and willing to prove he is the best copywriter who ever lived. Anytime. Anywhere. Anyplace.

Do you have the guts to go into the baddest "biker bars of marketing" with me? I'm NOT going to lie and tell you it's going to be easy. I'm NOT going to lie and tell you it's not going to be scary. It is NOT easy. It IS scary. It'll jolt the hell out of you. But if you have the "heart" for it...

**You Can Achieve
Total Financial Freedom
For The Rest Of Your Life!**

You can get everything you need in the way of "equipment" from your local drug store for \$1.39. (I actually went out and priced it.) You can, if you choose, work at home from your kitchen table. You can live anywhere you want. You can make huge amounts of money in a remote "Unabomber-type" cabin, a motor home, a boat... or... a mansion (you'll be able to afford one)... or... a more conventional type "normal" office. It just doesn't matter. Best of all, you will never have to kiss anybody's ass for money... *ever again!*

Listen up: A long time ago, I met a man I thought I despised. I was in the Army in Fort Knox, Kentucky in basic training. He was a little Puerto Rican guy and he was my platoon sergeant. He was very unfair to me. Once, we were going through tear gas training and my mask slipped off and I got sick. During the march back to camp, I felt so bad, I fell down. I figured my sergeant would tell some of the other guys to hold me up and help me make it back.

However, he didn't "exactly" do that. No, instead he yelled to the other guys... *"Don't stop for him! Walk right over him! Kick him as you go by! KICK HIM!"*

I got up and made it all by myself.

He hardly ever let me get any sleep either. Maybe an average of three hours per night. He made me the "goat" of the platoon. I got all the shitty assignments. No matter how bad I felt, how little sleep I got, he just kept pushing... pushing... and pushing me. I can still remember him yelling at me right after I'd field-stripped my M1 rifle (that dates me, doesn't it?) and was having trouble putting it back together.

This guy just didn't care. Like I said, it didn't matter if I was sick, exhausted from lack of sleep, nauseous from tear gas or whatever. He just kept pushing, yelling and *forcing* me to perform.

I hated him. I mean, I REALLY hated him.

Or, so I thought. You see, when basic training was over (finally, thank God), he had a private conversation with me. He told me not to have a bad opinion of myself. That he didn't. He said that during every basic

training bootcamp, there is always one guy who gets picked to be the "goat"... and... how *that* guy always gets pushed harder than the others. How the "goat" sort of sets the standard (in basic training) for what a soldier can endure. He told me he really cared about me. How much he wanted me to make it. How important that was to him. He was telling the truth.

You know, since that time, I've had to (as I'm sure you have also) walk down many mean streets. For three years I was an MP in Europe operating under extremely stressful conditions. I was selected to go through some very special training at a certain U.S. government "facility" in Oberammergau, Germany... the existence of which... is not even dreamed about by any civilians and, very few commanding officers. Even in the highest echelons of the military. I think maybe I shouldn't write much about that but, I can tell you, the violent types I was introduced to there are far worse than any nightmare you've ever had. I've been a prison guard and a prison inmate. I've gone up against guys with guns, guys with knives... and once... I had to cripple a guy twice my size who just simply gave me no other choice.

The problem with all this is, I'm not an especially tough person and this kind of stuff really frightens me. What has been even more scary is standing up to the U.S. government and all the steel-edged, stone-cold, ethically devoid, soulless assholes you encounter when trying to do business in America these days. But so far (thank God and cross my fingers) I've survived it all... and even prospered BIG TIME... and... I do believe part of my survival and part of my successes (business, personal and military) can be credited to the "mindset training" I got from that little Puerto Rican drill sergeant.

See, he knew something I didn't. He knew, in real life, you don't get to yell, "*Time out*" when you are sick, tired and scared... and then... have the enemy cut you some slack. NO! As real life teaches us all...

**The Enemy Will Rejoice In
And Exploit Your Misery!**

So it is in the battlefields of war. And, so it is in the battlefields of business.

Listen: Some time ago, I gave a seminar most of my readers don't know about. It was a brutal seminar. At the end of that seminar, one man was sobbing. He'd become so emotional, he couldn't speak any more. Was he angry with me? No, not all. He was grateful. What I did was, I attacked and demolished a project he was working on which didn't have a prayer of succeeding. I made him "GET IT" right then and there... before... he wasted any more of his time and money. I wrote out on my easel and made him scream the following instructions...

"Abandon This Stupid, Bullshit Project!"

It wasn't an act of cruelty. It was an act of kindness. And, I'm proud to say he and everyone else in that seminar room perceived it as such.

Ever hear of Jeff Paul? In those days he was so broke, he couldn't afford to eat in the restaurant where the

seminar was being held. What he was doing (unbeknownst to me) was hiding out in his hotel room with his wife and they were eating peanut butter and jelly sandwiches.

At that time, Jeff was trying to sell a \$700 golf putter... and... I wrote a sales letter for him at the seminar right there in front of him and all the other attendees.

Jeff and his wife don't eat many peanut butter and jelly sandwiches anymore. He's a multi, multi-millionaire with TV infomercials, and Internet and direct mail promotions that provide him with all the time and money to buy or do... *anything he wants!*

And what about Joe Polish? Ever hear of him? The top guru of carpet cleaners? He was there too. Ask him how many millions he has made because of me.

Another attendee was Ross Jeffries, a guy who teaches "Speed Seduction." Now he "suffers" trying to figure out what to do with all the money and women he's got. Ask him what that seminar did for him.

Look, I can't take credit for the success of Jeff Paul, Joe Polish, Ross Jeffries and all the others who became rich because of what they learned at my seminar. They made their successes themselves. And, I believe they have so much drive and ambition, they all would have made it with or without me.

But, I do think I can take a little credit for being the "ass-kicker" that got them all "jump started".

You know, at that seminar, there were a number of people who had been reading my newsletters and going to my seminars for more than ten years. Every so often, one of them would stand up and say something like this:

"Listen to Gary, damnit! I had a hard time myself accepting something he had told me to do six years ago... but... he was right. And now, well now I make over \$1,000,000 per year!"

By the way, that particular remark was made by Dr. Gerald McCarthy of Omaha, Nebraska. Who said... as near as he can figure... he has made about 9-3/4 million dollars from doing everything I taught him.

I've never had testimonial letters like the ones that poured in from the attendees of that seminar. I'm thinking about having them all bound together and literally making a book out of them. Can you imagine...

Having An Entire Book Of Nothing But Rave Testimonials?!

Enough. Blowing your own horn is fine but, there should be a limit... even for me. So, let's get to the important stuff. *Just what was it* I taught these people which seems to have literally turned around so many of

their lives? Well, first and foremost, I revealed to them what I promised to reveal. Here's a summary of just a small part of the important data I delivered:

- ◆ **This time, I truly spilled my guts! For the first time in my career, I revealed *everything* I know about how to write "killer" sales letters. Including, all my special "dirty tricks" that don't give other copywriters even a chance... when... they're up against *me!* I taught them... what to write about... and... how to write it. I taught them the *exact words* to use!**
- ◆ I taught them how to write brilliant copy... even on those days... when their minds are frozen!
- ◆ **I taught them exactly what "theme" they should take with different kinds of sales letters!**
- ◆ I gave them a "masterpiece collection" of 57 sales letters... already written and tested... that have already been mailed and have already pulled in millions of dollars!
- ◆ **Do you have any idea what a collection of "masterpiece letters" like this is worth? A real, no-bullshit collection of "killer" letters that have made copywriters rich? You won't *ever* get a collection of letters like this from anyone else. These are letters anybody can "modify" to work for any mailing campaign in the entire world!**
- ◆ I taught the attendees how to write a sales letter to get themselves a woman. A new job. A new client. To jump-start a new business. To sell their house. To "steal" a valuable employee from another company. In short, I taught all of them how to write a sales letter... that... would get them anything they wanted!
- ◆ **I explained how to get *hundreds* of glowing (and true) testimonials from all of their customers for free... and exactly... what to do with them to generate bigger profits!**
- ◆ I taught them how to write copy so it "talks-the-talk" of any group of people to whom they write a sales message. This secret weapon will make even the most skeptical of prospects... stand in line and beg the person who wrote the letter to take their money!
- ◆ **A weird (but effective) way to find the mailing lists that are *perfect* for your campaigns... and... how to test those lists... without mailing a single letter!**
- ◆ A truly "no brainer" (yet almost always overlooked) way to "bump up" the size of your average order by 112% or more... automatically!
- ◆ **The *exact words* you should use to write a money-back guarantee that... *increases sales...***

and... reduces refunds!

- ◆ A "can't miss" way to get cash-rich investors to bankroll your projects... at zero interest!
- ◆ **How to immediately find and qualify that special "core group" of people who will be the best customers you will ever have! (It seems nobody but me knows it... but... there is always what I call the "list-hidden-in-the-list" which is made up of people who are... starving to buy what you are selling!)**
- ◆ A simple way to identify those special mailing lists that almost can't fail to make a profit! (This is so simple, even someone "braindead" could do it.)
- ◆ **What kind of music you should always have playing when you are working... and... what exact volume it should be. NOTE: This will improve the quality of your writing by 9%!**
- ◆ What exact temperature the room where you are writing must be. This will give you another edge! (A 7% edge to be exact.)
- ◆ **Exactly what you must eat (on days when you are writing)... and... exactly when you should eat it! (Another 4% edge.)**
- ◆ The amazing secret of how to make compiled lists work. These are the biggest lists of all (some of them have 160 million names)... and... when you learn this, your profit potential will expand almost beyond belief!
- ◆ **How to create your very own super hot mailing list for spare change... and why... this could turn into your hottest profit center ever!**

Listen up: I taught the attendees each one of those secrets... and... MUCH MORE! You can ask anybody who was there. But, I went beyond (way beyond) what I promised to deliver. What I actually delivered (in addition to what I promised) was something... *far more valuable!*

And, it is this "something" that got everybody frothing at the mouth. Here's part of it: One of the attendees, Larry Lee, a really neat little Oriental guy, asked me the following question:

"Gary, what is the one best thing each of us could do to make \$1,000,000 in the next 12 months?"

I paused to think for a moment... and then... I spilled out a step-by-step, high-speed method of EXACTLY

what I would do... if I were starting from zero... and... I HAD to make a million dollars in the next 12 months. You know, I did not anticipate that question. And, to come up with the answer, I had to go into my "gun-to-the-head" mode of thinking. This is where I put myself (on an emotional basis) where it feels like someone... for real... will murder my children if I don't write a winner... or... as, in this case, come up with a winning plan.

And guess what else? *I didn't even know* I knew what I knew... until... I was put on the spot by that question. There was a sense of tension, anticipation and wonderment... but... when I finished giving a BRILLIANT answer to that question...

The Entire Room Burst Into Simultaneous Applause!

There were a lot of surprises at that seminar. Even for me. The room was crackling with electricity. Nothing compares to the excitement of working with a group of world-class minds and people supercharged with excitement and totally... "tuned in" and "turned on" by what all of us were focusing on!

And listen to this: This is the very best seminar on copywriting I have ever given. Or, for that matter, anyone else has ever given. This seminar occurred shortly before the new millennium. And mostly, it was about how to profit using what is now called "off-line" methods of doing business. But you know what? Everything I taught these people is now... because of the viability of the world wide web and the Internet...

1,000% Times MORE Valuable!

All of this seminar was captured on audio tape. But those tapes were stolen and after they were recovered, they were lost. (It's a long story and I'll probably write about it some day in one of my newsletters.) But guess what? Because of all the recent hurricanes in Florida, I had to go to my storage facility and check on the condition of all the supplies and products we keep there for safe keeping. And guess what? In the course of doing this inventory...

I Found The Tapes Of That Copywriting Seminar!

If you are serious about making money, you need to have these tapes. And... you should probably listen to them at least three or four times... every year... for the rest of your life.

When you listen to these tapes, it's going to be like you were sitting right there next to me at the seminar in person. You see, I was "mic'd up" with a Shure pro-quality cordless lavalier... so... YOU can hear every whisper I uttered. (Something most of the attendees often missed.) There were constant distractions at the seminar too. The attendees couldn't hit the "pause" button and go to the bathroom, or get a drink of water, or listen to whatever insanity their neighbor was discharging into their ear while I was talking. The attendees were constantly swamped with stimuli, which was exciting and good for on-the-spot learning... but... they often missed things too. However...

YOU Won't Miss A Single Second!

There were surprises for me too in these tapes! Because, you see, there were four "ambient" microphones spread around the room. Therefore, there isn't a question, comment or rude muttering that gets lost. Listening to these audio tapes, you are not just a "fly on the wall"... it's more like... you are God... with the nearly omnipotent power to hear everything... and... *know* everything from an insider's viewpoint. And if you miss anything, all you have to do is rewind and hear it again!

By the way, I advertised for "Speed Demon Typists" in the *Miami Herald*, got 199 replies, and hired a "virtual platoon" of the best typists in Miami to transcribe every word spoken at the seminar. So, if you purchase these seminar tapes, you will ALSO get a complete set of what I call the "57 Masterpiece Letters"... AND... a written transcript of the seminar.

Are you starting to get the idea that maybe I took this seminar more seriously than any other seminar I've ever given? If so... *YOU ARE RIGHT!*

One day, while I was driving in my car listening to some audio tapes, I had an epiphany. I realized this was the first seminar I'd ever given where... I held nothing back... and instead of trying to please the audience and tell them what they "thought" they needed to know...

I Taught Them What They Really NEEDED To Know!

What I did for that audience of attendees is much like what that brutal little Puerto Rican drill sergeant did for me. He "got" to me. In ways that have benefitted me all the rest of my life. And I have come to realize that, what I have to teach, if I do NOT hold back... can literally...

Transform People's Lives!

And now, I have, I believe, found my "mission" in life. It may sound corny but, I really LOVE making a difference. In all honesty, I believe what I have to share with people is totally unique, extremely valuable... and... *available nowhere else on earth!*

Can you imagine what it would be like to never again have to kiss anybody's ass... or... do anything... you don't want to do, in order to get money? Can you imagine having a business that brings in thousands of orders every day... and... running it from your kitchen table, your bedroom, or even your back yard... with zero employees? *You CAN have it!*

Do It! Get This Material!

STOP MESSING AROUND WITH YOUR LIFE RIGHT NOW! This is the real, no-bullshit way to financial

independence. My attendees raved about this seminar even though...

1. *They* had to pay round-trip airfare to come!
2. *They* had to take time off from their own businesses or jobs!
3. *They* had to pay hotel and other travel expenses!
4. Plus, of course, *they* had to pay the \$2,700.00 tuition fee to attend the seminar!

Some of those attendees forked over (when you consider their expenses) nearly \$8,000 to attend this 3-day event. But, all you have to pay to get all the audios (there are 18 tapes recorded on both sides)... the written transcript of the seminar... and... the "57 Masterpiece Letters"... is the tuition fee. That's right. You only have to pay the \$2,700 tuition fee which was just a small portion of what the attendees had to sacrifice for the same information.

What this package is, is a culmination of my life's work... and...

YOUR Key To Financial Independence!

I'll tell you how to order in a minute. But first, I want to tell you something else: I want to tell you about...

The Most Valuable Bonus I've Ever Offered In My Career!

If you order my "Lost Copywriting Seminar" package... you can get...

Free Consultations From Me For An Entire Year After Your Date Of Purchase!

Now hold on! There ARE some rules:

First, you CANNOT contact me to ask me about anything whatsoever. Why? Because a TON of information is already contained in the "Lost Copywriting Seminar" package. A lot of the questions you may want to ask are answered on the audios or covered in the written materials you will receive. So, you've FIRST got to listen to the audios, read and completely digest everything in the package BEFORE you call me. And I stand 100% behind this. I'll know by your questions if you've listened to the tapes and read the materials or not.

Secondly, this does NOT mean I am giving you permission to be my e-mail buddy or my phone buddy. I do

not have time for chatty, irrelevant conversations. However, after you have digested all the material in my seminar package, you can e-mail me any sane question you have. Be sure to include your telephone number when you e-mail me. You see, I will answer your question as promptly as possible by return e-mail... or, if necessary... I will even phone you.

You would not believe how much people are willing to pay me for this kind of one-on-one consulting... and... how many people dearly want it from me.

Okay, now that you know about this incredible FREE BONUS I'm offering, I'm now going to tell you...

It's Easy To Order!

Simply write the words "**TS Lost Copywriting Pkg**" on a piece of paper, along with your name and address, and send it (in the enclosed pre-addressed envelope) with your check in the amount of **\$2,795.00** made payable to "**Cherrywood Publishing**" to:

Cherrywood Publishing
3101 SW 34th Ave #905-467
Ocala, FL 34474

If you prefer to pay by credit card, write your name, billing address, credit card number, credit card expiration date, as well as your shipping address on a piece of paper and either fax or mail it to us. **The fax number is (352) 861-1665.** That's a secure line and it's on 24/7. If you prefer to mail us your credit card information, you can also use the enclosed pre-addressed envelope.

Sincerely,



Gary C. Halbert

P.S. If you're going to order this package, do yourself a favor and order it right away. I guarantee you, it will speed up your progress toward achieving total financial freedom faster and better than any other package of information you've ever been offered.