

YOU'RE BEING ROBBED!

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Virtually every time that you spend money, whether at the supermarket, department store, drugstore, or gas station, you're being **ROBBED!** You're being duped, hoodwinked, and swindled out of the full value of your money by a combination of deceptive selling techniques that include Madison Avenue double-talk, mendacious salesmanship, and insidious labeling and packaging ploys. Senator Warren Magnuson, the most alert consumer watchdog in Congress, says that deceptive selling is today's "most serious form of theft, accounting for more dollars lost each year than robbery, larceny, auto thefts, embezzlement, and forgery combined." Sidney Margolius, the dean of American consumer writers, asserts that "Never in the 30 years I have been reporting on consumer problems has the public been as widely and steadily exploited as today." And Ralph Nader, the nation's most renowned champion of consumer rights, states that "Nowadays consumers are being manipulated and defrauded not just by marginal, fly-by-night hucksters, but by America's blue-chip business firms." In short, commercial flimflam is rife throughout the nation and the American consumer is being victimized as never before. As a partial antidote to this widespread fraud and deception, an intrepid, authoritative, new publication has been launched. Its name is **Moneysworth**.

Moneysworth, as its name implies, aims to see that you get full value for the money you spend. It rates competitive products as to best buys (as among cameras, hi-fi's, automobiles, and the like); it offers tips on how to save money (they will *astound* you with their ingenuity); and it counsels you on the management of your personal finances (telling not only how to gain maximum return on your investments and savings, but also how to protect your money against the ravages of inflation). In short, Moneysworth is your own personal consumer crusader, trusted stockbroker, and chancellor of the exchequer—all in one.

Perhaps the best way to describe Moneysworth for you is to list the kinds of articles it prints:

- Earn 12% on Your Savings (Fully Insured)
- How to Buy A New Car for \$125 Over Dealer's Cost
- Inaccurate Billing by the Phone Company
- The Advantages of a Swiss Banking Account—Over half a million sophisticated American businessmen can't be wrong.
- The New U.S.-Made Mincars: An Evaluation
- 14 Recession-Wracked Cities Where Real Estate Is Selling for a Pittance
- "Consuming Fire"—A regular department in which the editors of Moneysworth take aim at companies that are defrauding the public.
- Unsafe at Any Height—A comparison of the safety records of America's airlines.
- A Consumer's Guide to Marijuana
- Free Land, Free Food, and Free Money from Uncle Sam
- Stocks that Are on the Rebound
- The Wisdom of Sending Your Child to College Abroad
- The Moneysworth Co-operative—Details of a price-discount co-op (for purchasing typewriters, cameras, and the like) that Moneysworth subscribers automatically become members of.
- How Much Are You Worth?—An amazingly simple chart gives you the answer in 60 seconds.
- High-Priced Lemons—A dossier of not-to-be-believed mechanical failures on brand-new Imperials, Continentals, and Cadillacs.
- The Link Between Heart Attack and Coffee—A suppressed report by a member of the President's Commission on Heart Disease.
- Pretested Toys—A list of safe, imaginative, durable playthings that contrast sharply with the excretions advertised on TV.
- The Economics of Being Black

Ordering Books, Magazines, and Records from England—The prices are so low, it's ridiculous, and the quality is often sublime.

Getting Your Congressman to Do Your Research for You

Guaranteeing Warranties: Maryland's Tough New Approach to Manufacturers' Promises

Hiring a Draft Lawyer—Possibly the most important gift you'll ever present to your son.

Cashing In on Canada's New "Floating" Dollar

Cyclamates: Did America Overreact?

Providing Your Teenager with Contraception

Critics' Consensus—A regular feature of Moneysworth in which the opinions of leading book, record, and film critics are tabulated.

How to Buy Art Without Getting Framed

"Unit-Pricing"—The most revolutionary development in food stores since trading stamps.

A Gastronomical Guide to the Year 2000

The Effect of Air Pollution on Potency

The Great Odometer Gyp—How rent-a-car companies take the American public for a \$10-million-a-year ride.

"No Load" Mutual Funds—A list of 45 funds that return the equivalent of an 8% profit at the very moment of investment.

12 Ways to Put the Touch on Friends—And 12 ways to demur.

How to Buy Medical Insurance Without Trauma—A guide through the bewildering confusion of policies.

The Encouragement of Reckless Driving by GM, Chrysler, and Ford—Verbatim quotes from their souped-up ads in hot-rod magazines.

Taking Stock of Your Stockbroker—Nine ways to probe his probity.

Legal Ways to Beat Sales Taxes

Co-ops and Condominiums Explained

"The Safest Car of 19..."—A new series of annual awards by the editors of Moneysworth.

How to Break a Lease

Land Investment in Australia—At \$1.20 an acre, land down under rates high among speculators.

How to Sue Without a Lawyer

Summa Cum Chutzpah—A list of lush cash grants available to enterprising college students.

The Impending Ban on Leaded Gasoline—How it should affect your next car purchase.

A Guide to Legal Abortion—Including the costs in different states.

And Now, Microwave Pollution—An exposé of the damage wrought to humans by radar, electronic ovens, and TV transmission.

Bank Robbing—How to exploit the new account "free gift" offers of banks.

Bizarre Comparison-Shopping Techniques—A collection including the use, by a husband-wife team, of walkie-talkies in neighboring supermarkets.

How Metrecal Hurts Your Diet

Life Insurance: A Legalized Swindle—A Hartford actuary tells why he believes that "more than 90% of American policies are sold through misrepresentation, deceit, and fraud."

Teaching Your Child the Value of Money—Without having him overvalue it.

The Free Government Benefits Most Often Overlooked by GI's

How to Handle Computerized Dunning Letters

Taxproof Money—A collection of highly creative, little-known, perfectly legal gimmicks.

How to Distinguish Health from Hokum at the Health-Food Store

Stockholders of the World, Unite!—On the need for shareholders to protect themselves against stock-option grabs, dummy-director appointments, and other such abuses by management.

Blindness Caused by Contact Lenses

Why Buy U.S. Savings Bonds?—Why they make a terrible investment, how they undermine sound government fiscal planning, and why one leading investment counsellor says, "They are palmed off mostly on rubes and financial boobies."

G.E.'s New Synthetic Diamonds: Will They Ruin the Value of Real Diamonds?

The Truth about Cut-Rate Gasolines

Rx for Overpriced Drugs—How to buy medicine by generic name.

The Cost to a Beginner of Running for Political Office

Artificial Coloring: U.S. Certified Poison

How to Read an Annual Report

Low-Cost Psychoanalysis

How to Prepare an Effective Job Resumé

"\$69 Sewing Machine On Sale for \$369.90"—The 10 most common door-to-door swindles.

"No-Fault" Insurance Clarified

Are You Underpaid?—A chart of prevailing wages, job-by-job, across the country.

Social Security's Special Rules for Women

How to Outsmart an Insurance Adjuster

How to Line up Reliable, Low-Cost (and Often Free) Child-Care Centers

Getting Action from Your Classified Ad—Tips by one of New York's top advertising copywriters.

Cutting Food Costs: The Advice of Six Supermarket Managers' Wives

25 Items that You Can Still Buy for 10¢ at the 5¢-and-10¢ Store

Checking Up on Your Social Security Account

That's the Spirit—Big bargains in booze, beer, and brandy.

Stop Chewing the Fat—How to read the new labels on frankfurters.

How Professionals Appraise a House

Thalidomide: Back...in Disguise

Collusion among Bankers on Interest Rates—A case of Government anti-trust impotence.

Hay Fever Shots: Are They Pointless?—The findings of a massive five-year study.

Cut-Rate Travel Via Airlines that Don't Advertise

The Oversale of Tonsillectomies by Cutthroat Doctors

Illuminating Facts about Light Bulbs—Which brands cost less, and furnish more light.

Appliance Problems: When Not to Call a Repairman

Free Checks—A list of 200 banks that allow unlimited writing of personal checks.

New York's Biggest Miser—An interview with a compulsive penny-pincher who lives comfortably in the world's most expensive city on \$40 a week.

Bootleg Birth-Control Pills

When in Doubt, Deduct—The ten most common forms of income-tax overpayment.

\$99 Fares to Europe

ford to be this candid because *it carries no advertising whatsoever; it is beholden to no one but its readers.*

The editors of Moneysworth are a team of hard-nosed, experienced journalists with considerable expertise in the fields of consumer interests and quality periodical publishing. The editor-in-chief is Ralph Ginzburg, creator of the flamboyant magazines Fact, Eros, and Avant-Garde. Mr. Ginzburg was the first editor to provide a platform for Ralph Nader to express himself on the subject of automobile safety. Moneysworth's publisher is Frank R. Brady, generally regarded as one of the publishing industry's shrewdest financiers. Herb Lubalin, the world's foremost graphic designer, is Moneysworth's art director. Together, these men will produce the first—and only—consumer magazine with *charisma*.

Moneysworth is available by subscription only. Its price is \$10 a year. However, right now you may order a special introductory Charter Subscription for ONLY \$5! This is **HALF PRICE!!**

Moreover, we are so confident that Moneysworth will prove indispensable to you that we are prepared to make what is probably the most generous subscription offer in publishing history: *We will absolutely and unconditionally guarantee that Moneysworth will increase the purchasing power of your income by at least 15%—or we'll refund your money IN FULL.* In other words, if you now earn \$10,000 a year, we'll guarantee that Moneysworth will increase the value of your income *by at least \$1,500—*or you get your money back. As you can see, a subscription to Moneysworth is an absolutely foolproof investment.

To enter your subscription, simply fill out the coupon below and mail it with \$5 to: Moneysworth, 110 W. 40th St., New York, New York 10018.

We urge you to act at once. Stop being robbed and start getting your Moneysworth.



I enclose \$5 for a one-year subscription to Moneysworth, the authoritative new consumer newsletter. I understand that I am paying only **HALF PRICE!** Moreover, Moneysworth guarantees that it will increase the purchasing power of my income by at least 15% or I will get my money back **IN FULL.**

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