

DO YOU HAVE THE COURAGE TO EARN HALF A MILLION DOLLARS A YEAR?



This is a private advertisement. It is meant for
the tremendously ambitious man only.

It is meant for the kind of man who has, first of all, the relentless desire to earn more money in a single year than most of his friends will earn in their entire lifetime.

It is meant for the kind of man, secondly, who has enough sheer raw faith in himself to believe, today, that tomorrow he may actually be able to take home \$40,000 or \$50,000 a month — once he has been shown the techniques of making this kind of money.

And, finally, it is meant only for the man who is willing to make the sacrifices that this kind of income demands. Who is willing to take the gambles . . . endure the tensions . . . fight the inevitable battles—where his brain is pitted against some of the sharpest minds in the country, for prizes beyond the imagination of ordinary men.

And, above all, who is willing to accept the responsibility for other men's futures, the loneliness that always surrounds the person in command, the envy and hostility that will plague him for the rest of his life.

Do you have the courage to reach out for this kind of life? To accept its incredible rewards and incredible hazards? If you do, read on. If you don't, consider yourself lucky and turn the page—there is nothing left in this ad that will make an iota of sense to you.

**To Make Gigantic Sums Of Money,
You Throw Out All The Rules
That Small, Safe Men Live By
Every Day.**

What we are selling on this page is a book about making fabulous sums of money. It is possibly the most unusual how-to book ever written. First, because it distills a lifetime of wisdom from one of America's most distinguished and successful financiers. And, second, because it reveals (to our knowledge, for the first time between the covers of a single book) the almost completely-unknown techniques of the "Super Money Makers"—the men who take home five hundred thousand or a million or five million dollars a year.

Let us emphasize right here that you do NOT need "big money" to use these techniques. They will work with ANY AMOUNT of starting capital, even as little as \$500 or \$1,000.

Here is a brief description of all six of them. See if you want to live out the kind of adventure

they open up to you:

1. OPPORTUNITY RADAR!

These big-money manipulators create opportunities as their stock in trade! They see money-making potential in situations that ordinary people are fighting to get out of! This lets them pick up tremendous hidden values for pennies . . . make a simple change or two . . . and then sell out for a fortune—all at capital gains!

This guide gives you the simple techniques that spotlight these hidden values—like filter them right out of the financial pages—thick wheat from chaff! Once you learn them, you will never read your daily paper again without an electric sense of opportunity!

2. STOP USING YOUR OWN MONEY!

Know-how—not capital—is the key to real profit-making! These smart-money men never let an opportunity slip by simply because they don't have enough of their own cash available to scoop it up!

This guide gives you the techniques they use to add up to \$99 of outside money to every \$1 of their own! How to create credit, before you ask for it! How to take money you borrow at 3% to 4½%, and bring in up to 36% to 50% on it in a few short months!

These techniques give you control of vast profit-making machinery overnight — with other people taking most of the risk! It opens up the door to situation after situation, where borrowed money can earn you a yearly profit in excess of your own total investment!

3. TIMING GREATNESS!

Stock-market timing can be learned! Price-rise can be anticipated, time after time, with almost mathematical precision—if you know the six acid-tests that these men use to spot the fast-risers, BEFORE they take off!

Several lifetimes of buy-and-sell experience are packed into just twelve pages of this revolutionary new volume! If you're interested in special situations, in short-term profits, in breakthrough companies too young to have been bid up to their proper prices—then these twelve pages will lift you right off your chair!

4. THE POWER OF SAYING NO!

Now come the rules to avoid being made a patsy! To side-step the hundreds of mouth-watering pitfalls, so well concealed that the amateur investor never even sees them!

As just a few examples—here are the seven warning signals that insiders look for whenever they enter a new negotiation! Thirteen dangerous traps in so-called "bargain buys," and how to avoid them! The five fatal weaknesses that destroy most men who try to expand too quickly! Favorite tricks promoters use to squeeze an extra few thousand dollars from you! Even how so-called "standard" contracts can ruin you—if you don't know the law to read the LARGE print!

5. DOUBLING THE PROFIT FROM EACH DEAL!

These men have proved it over and over again: If you have something to sell—including your own time—you can make more money in five minutes of creative negotiating than you can in five years of hard work!

Here are negotiation strategies that have made tens of thousands of dollars with a single spoken

sentence! How to buy a going business without one penny's cash! How to set yourself up for a life-long annuity, simply by making a phone call! How to turn somebody else's "must-sell" business into royalty checks for you, even if you don't invest a cent in it yourself!

How to make your business ideas pay you a guaranteed profit of a weekly salary, or a personal percentage of the gross—in many cases starting six months or more before they are on the market!

6. MILLION-DOLLAR TAX ANGLES!

Plus the four golden rules for taking more after-tax dollars from any deal you make! Twenty-five commonly-overlooked ways to lower the straight income taxes you've been paying for years—without legal complications!

Plus one-man, tax-deductible pension plans that you can easily put in! How you can let your children start earning double-money from the day they're born! How to switch both salary and profit into tax-exempt retirement funds that might take financial worry out of your life forever!

**Don't Risk Disappointment!
Send for Your Copy Today!**

All 6 fortune-building steps—including dozens of almost-completely-unknown techniques that we do not have room to detail here—are yours in *How to Increase Your Money-Making Power!* It is now available to you—through this advertisement only—without risking a cent!

The choice is up to you: You can continue to make \$5,000—\$10,000—even \$20,000 a year the old hard way . . . or you can make \$50,000—\$100,000—even \$250,000 a year by making these seemingly-minor changes in the way you handle your time and money!

It costs you nothing to prove this to yourself!

INFORMATION INCORPORATED

119 Fifth Ave., New York, N.Y. 10003

MAIL NO-RISK COUPON TODAY!

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Gentlemen: Yes, I want to read HOW TO INCREASE YOUR MONEY-MAKING POWER—entirely at your risk. I am enclosing only \$5.98 complete. I will use this book for ten days at your risk. If I am not delighted . . . I will return it for my money back.

If you wish your order sent C.O.D. CHECK HERE! Enclose \$1 deposit. Pay postman balance, plus handling charge. Same money-back guarantee, of course.

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Given to you by one of the Country's Leading Financiers

John Alan Appleman was first listed in Who's Who in America at the age of twenty-eight, and has been listed every year since.

In 1965, Mr. Appleman reduced his personal activities. At that time, his corporate connections included the presidency of Disability & Casualty Inter-Insurance Exchange; Standard Annuity & Life Insurance Company; Universal Drug & Research Laboratories, Inc.; Universal Research Products Inc.; Annuity Agency Company, with interests in two dozen other companies.

Mr. Appleman is the author of a total of forty-six technical volumes on insurance, economics, estate planning and financial security. In addition, he has written articles appearing in over a hundred publications.