

“Ten years ago a good friend pointed a solid gold gun at my skeptical head and pushed me into a real estate profit of 1000%! Since then, I’ve turned modest land investments into the kind of money I never hoped to have. I have nothing to sell—no ax to grind. But I know this:

You can make your money grow in western land, as you can in no other investment. All you need to know is

THE SIMPLE TRUTH ABOUT WESTERN LAND INVESTMENT



LELAND F. COOLEY has been a foreign correspondent, sports announcer, and top New York television writer-producer. A full-time writer now, he is the author of three successful novels. He had no experience with real estate until ten years ago — and still treats land investment as a part-time (but very profitable!) hobby.

If you’re skeptical about the gold in western hills . . . **you have every right to be!** Maybe you’ve even been burned by easy-reading books about how to get rich quick in real estate without even trying. But no matter how misleading some of the sales talks may be, the fact is that there *is* big money to be made in real estate . . . and you *can* do it with limited capital and without giving up your job. I know — because I *did*. And I tell you exactly how to do it easily in **THE SIMPLE TRUTH ABOUT WESTERN LAND INVESTMENT.**

Better than blue-chips!

Ten years ago, good friends of ours in New York virtually “forced” Mrs. Cooley and me to buy several small lots in the then-undeveloped Fire Island wilderness. At that time we were skeptical as you are now. In the same year, 1954, we bought fifty shares of stock in a leading oil company. Since then, that blue-chip stock has earned us about \$1,000 in dividends (all *taxable* of course!). Its market value is now just about the same as when we bought it. In contrast, the real-estate purchase has already given us years of rent-free “dividend living” on what *Holiday Magazine* calls “one of the world’s ten most beautiful beaches” — and just recently we refused a profit of 1000% on two of our remaining lots! Don’t think this is an isolated case of “the luck of the Cooleys.” Two friends of ours bought ten acres of an old walnut orchard in Van Nuys, California. The price was \$900 an acre. They built their home on 2½ acres of the land. *But by holding the rest until the right moment* (that’s one big lesson in real estate) they turned just part of the acreage into a gross profit of \$20,500 — and had the most valuable piece left!

Easy when you know how!

We could boil down the amazing “strip city” theory — our golden key to success—

just a few of the sections in **THE SIMPLE TRUTH ABOUT WESTERN LAND INVESTMENT**

- Water and People Pressure — the Magic Keys
- The Strip-City Secret
- Why Invest in the West?
- A Giant Step Toward Independence
- How Raw Land Turns to Gold
- Five Types of Investment Land
- How to Get Squeezed by a “Megalocropus”
- Anatomy of a Murderous Investment
- Thirteen Lucky Questions
- How Land is Measured, Divided, Located
- Promoters Are People

ful land investment — to a simple five page formula. But we’ve included dozens of real-life examples (in story and picture) of the huge profits made by average people with no previous experience. By following this book, with its short complete course in land investment, you too can make the formula pay off — *and a lot sooner than it did for us!* It works on land anywhere in the country, and for any average person with a modest income, moderate amounts of spare time and energy. Often it will pay really huge profits in an amazingly short time!

In our book we explain to you how you can predict where “strip cities” will most likely develop — along America’s booming highways and freeways. We show you—

- how to scout your home town or city
- how to find profitable people—pressure areas
- how to check all-important water supply
- how to focus on specific areas
- how to make allies of expert brokers and realtors
- how to zero in on your particular best bet

13 pocket-protecting questions

There isn’t any doubt at all that huge profits possible in much western land have enabled *some* subdividers to swindle over-eager buyers into buying over-priced plots located in “West Hellangone.” But laws

are getting tighter all the time — and our own years of experience testify to the good faith and fair practices of *most* developers. This book gives you all the protection you need against that land-shark minority. We tell you—

- how new laws protect your purse
- how good subdividers and developers actually increase values
- how to ask the big 13 B.B.B. safeguard questions
- how to plug up every possible legal loophole
- how to use title insurance companies to protect your purchase

Forewarned is definitely forearmed in buying land. With the background we give you on what to look for and what to avoid, you easily become an expert, swindle-proof land investor.

See for yourself — now!

Don’t take our word for it. Examine *The Simple Truth About Western Land Investment* for two weeks, without cost or obligation, in your own home. If the idea of sure profit doesn’t sell you, return the book and owe nothing. Otherwise, keep it and invest only \$4.50 plus postage! But don’t postpone getting in on a good thing right away — send the coupon today!

Lee Cooley

DON’T INVEST IN WESTERN LAND—ANY LAND—WITHOUT FIRST READING THIS BOOK

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Please send me Leland and Lee Cooley’s book, **THE SIMPLE TRUTH ABOUT WESTERN LAND INVESTMENT** for two weeks’ free examination. If I’m not convinced that this book will make money for me, I may return it in 14 days without cost or obligation. Otherwise I’ll keep it, and remit \$4.50 plus postage and handling.

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