

IS IT IMMORAL TO MAKE MONEY THIS EASILY?

For the man who wants to make his fortune over night!
Startling information that opens a great
new inside-road to wealth!

Yes, here is explosive new information that could easily turn the financial world upside down! A startling new approach to money-making that can bring any man or woman with a little nerve—undreamed-of wealth!

But first a word of warning!
 It's not for men of modest ambition, who want only \$10,000 or \$20,000 a year!

This plan is for the tremendously-ambitious only! Who will settle for nothing less than a fortune! Who want to accumulate a quarter of a million, a half million dollars, or more!

These incredibly-powerful new techniques come directly from a study of a full dozen of the most fabulously-successful money makers in America! Men who are earning from \$500,000 to \$5,000,000 a year!

The results of this study will literally astound you! Here is what they show—

These great fortune-builders COMPLETELY IGNORE traditional money-making techniques! They use their own methods for all 6 steps of the income-producing process! In the past few years, they have literally created a WHOLE SET OF MONEY-MAKING RULES!

This seemed so incredible that we put it to the test at once! Their new techniques were applied by our research department to a dozen different investment situations — primarily to see if they could take small amounts of capital (as little as \$500 or \$1,000), and multiply them over night!

The effect was staggering! Money-making opportunities suddenly seemed to appear from everywhere! Investment portfolios that had been in a rut for years swiftly doubled and tripled their value! Men who had been money-making mediocrities zoomed to top-bracket success!

There was only one conclusion:

The man who wants to make his fortune over night MUST DISCARD TRADITIONAL METHODS and use the techniques of these investment giants!

The full story is now available in "How to Increase Your Money-Making Power," by John Alan Appleman — himself one of the country's leading financiers! It explains in full the techniques these "smart-money men" use in all 6 steps of capital-building!

Here they are:

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—that filter them right out of the financial pages like 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 at that moment to scoop it up!

This guide gives you the techniques they use to add up \$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 over night—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 equal to or even in excess of your own total investment!

3. TIMING GREATNESS!

Stock-market timing can be learned! Price-rises 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 notices 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 right way 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 or a weekly salary, or a personal percentage of the gross—in many cases starting six months or more before they are even brought out 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! The right way to build an expense account! 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 conceivably take the financial worry out of your life forever!

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, over twenty-three years ago, and has been listed every year since.

His corporate connections at the present moment include the presidency of Disability & Casualty Inter-Insurance Exchange; Universal Research Products, Inc.; Annuity Agency Company, with financial 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 one hundred and forty publications and has been a regular contributor to both the Encyclopedia Britannica and World Book Encyclopedia for many years.

And now his amazing book for the average investor, How To Increase Your Money-Making Power, is yours to read from cover to cover without risking a penny. Read the thrilling details on this page.

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 — to read from cover to cover without risking a penny!

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 yourself, your time, and your money!

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