

FREE! 30 Ingenious "Super Money-Makers" You Can Use Tomorrow!

For the business man who would like to cut out thousands of dollars in hidden costs OVERNIGHT...receive hundreds of thousands of dollars of ABSOLUTELY FREE Government help...put the newspapers and magazines of his community—and the entire nation—to work for him, FOR PENNIES...

HOW WOULD YOU like to get FREE art work for your ads...draw credit reports on any firm anywhere in the world for only one dollar apiece...be presented with a free list of hundreds of brand-new products every month, that you can tie up for a song...save up to \$100 a week on typing costs, by making one simple change in your office procedures...get your product displayed in front of the cash register in up to 80% of the stores that carry it, for nothing...be wined and dined in top executives' homes all over the world by making a simple phone call...learn a foreign language for a total cost of 15¢...appear (or have your product appear) on up to 200 TV stations for as little as \$50...

And much, much more! Far more than I can describe in this advertisement! ALL SIMPLE BUSINESS TRICKS UNKNOWN TO 99% OF ALL EXECUTIVES — and now yours ENTIRELY WITHOUT COST OR FURTHER OBLIGATION in one of the most startling, *Instant-Money-Making Reports* you have ever read! *Yours absolutely Free* with an introductory subscription to The E. Joseph Cossman EXECUTIVE NEWSLETTER.

Any one of these ingenious "Money-Making Twists" can be worth a small fortune to you—and I'll prove it to you right now! Where else, for example, can you get fortune-telling information at a glance—like this:

All Yours Free In This "Midas-Touch Report"!

How to get 150 superb drawings, engravings, and prints (all suitable for framing to decorate your offices, or perfect for stand-out ads) for a total cost of 50¢!

How to get dozens of FREE distributors abroad (Cossman says that it's easier to sell a man in Tokyo \$40,000 worth of goods, than it is to sell a man in Chicago \$400 worth) — all by writing one double-paragraph letter!

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!

How to buy a jeep for a few hundred dollars. Or a cabin cruiser or a helicopter for peanuts.

How to beat the Christmas-gift racket! Save hundreds (and perhaps thousands), and make your customers love you for it!

How to get the world's largest bank as your business advisor, FREE!

Five ways to test a new product, before you invest a cent in it!

The three best NO-COST WAYS to get front-page publicity in your local newspaper or trade journal (Whoops—one of them could set you back 25¢.)

How to get up to \$5,000 ADDITIONAL life insurance, without paying one more penny and without switching to term insurance!

The right way to investigate a franchise — so you can't be taken for your money!

How to 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!

How to get the other exhibitors at a trade show to pay your expenses!

How to get your product distributed by a top-notch national sales organization, in one evening!

There is one time only during the year when it is possible for you to see 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! Here it is!

The Super-Product! It costs 40¢, sells for as much as \$10, needs no tools or dies! Why not put it to work for you — tomorrow!

AND MUCH MUCH MORE! THIS IS STILL ONLY A SAMPLE OF THE RICHES WAITING YOU IN THIS STARTLING REPORT! AND IT'S YOURS FREE, WITH YOUR NO-RISK, INTRODUCTORY SUBSCRIPTION TO The E. Joseph Cossman EXECUTIVE NEWSLETTER!

Here's why—

He Made A Million Dollars By Using His Brain—And Other People's Work And Money!

Now you get down to the real pay-off! All thirty of these Golden Money-Makers were discovered by one man—a Californian by the name of Joe Cossman, who went from a \$65-a-week shipping clerk to the owner of a five-million-dollar-a-year business, before he retired last year with a million and a half dollars in cash in his pocket!

If some business men are geniuses, Joe Cossman is an IN-GENIUS! He learned in his early twenties, that there were FOUR GOLDEN ROADS TO STUNNING WEALTH, WITHOUT HARD WORK AND WITHOUT MUCH MONEY OF YOUR OWN TO INVEST! They are:

1: Own something! A business or a product! And do it without investing your own money!

2: Cut costs! Avoid the overhead pitfalls that chew up ordinary businesses!

3: Get other people to pay for your advertising! In other words, never advertise; just publicize!

4: Make the United States Government invest their money in your business! (Do it the right way, and they'll give you up to \$100,000 in Free services every year!)

These are Joe Cossman's FOUR GOLDEN RULES! Using them, he has done TWENTY FIVE MILLION DOLLARS IN BUSINESS, and never even seen 99% of his customers! Using them, he makes more money today, lying flat on his back under the California sun, than most executives and small business men who grind out sixteen hours of hard work every day!

These ideas are so valuable that a California banker offered Joe Cossman \$50,000 for a HALF INTEREST IN JUST ONE OF THEM! And now Joe Cossman gives DOZENS of them to you every month, FOR LESS THAN 60¢ or 70¢ APiece!

Here's how this amazing The E. Joseph Cossman EXECUTIVE NEWSLETTER works! Here's why every issue can easily be worth THOUSANDS OF DOLLARS OF NET PROFIT to you!

The Only Newsletter Written By A Millionaire Today— To Help You Become One Too!

Each month, in the EXECUTIVE NEWSLETTER, Joe Cossman takes you over the four golden opportunity areas, and gives you half a dozen BRAND-NEW RED-HOT TRICKS in each — like this:

Own Your Own New Products, For Pennies:

Hot new products emerge every week, but most business men don't know where to find them, and how to tie them up on the spot! JOE COSSMAN SHOWS YOU HOW! One month he may give you a list of 400 brand-new products, all up for grabs... the next month he shows you how to get the Government to invest up to half a million dollars in research

ALL THESE MONEY-SAVING TRICKS ARE YOURS

How to cash an insufficient Funds check, with a single phone call!

How to hire a \$100,000-a-year executive as consultant for your company, for nothing!

How to own your own telephone answering service, and save up to \$300 a year!

How to get the United States Government to display your product in 100 foreign lands, FREE!

How to run a "disguised ad" for your product in one hundred top magazines, for as little as 10¢ each!

And over TWENTY MORE ingenious money-making, money-saving secrets — all yours FREE with the Special, Introductory Offer inside...



E. JOSEPH COSSMAN

One of America's most colorful businessmen. Started with a capital of \$60, 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—described in full in his fascinating new newsletter—resulted in a contract with a Japanese firm for one of his products, that nets him \$50,000 a year—as a minimum!

Read the thrilling details at our risk! See how you can apply the same, little-known techniques to add thousands of dollars a year to your income! Send in the No-Risk Coupon.—Today!

for YOUR new line...the next he gives you the secret of tying up overseas distribution on someone else's product, without investing one cent of your own money...the next he shows you how to put yourself in THE ROYALTY POSITION—between someone else's product and a blue-chip corporation, where for a single phone call you may collect thousands of dollars of royalty annuity for the rest of your life!

And this is just the beginning! For now Joe Cossman goes on to show you:

How To Save Thousands On Unnecessary Expenses You're Throwing Away Today:

Three or four simple Cossman-tricks with your telephone, for example, can cut your bill in half—and drive the phone company crazy doing it! He'll show you, month after month, how to save up to 95% on letterheads, ads, publicity releases and other artwork...how to have other firms pay for your personnel...where to pick up thousands of dollars worth of dies, for the cost of carting them away...packages for your products that cost less than a penny apiece...how to get office equipment at less than they cost the manufacturer to make...a simple trick that turns other people's losses into incredible profits for you!

And this is still just the beginning! For now Joe Cossman changes your entire idea of what it means to really sell a product!

How To Get Up To Half A Million Dollars Of Free Advertising Every Year!

All you need is a letterhead, a typewriter and an idea (and Cossman gives you the idea)! Month after month, Joe Cossman pours out THE EXACT NEWSPAPERS, MAGAZINES, RADIO AND TV STATIONS THAT ARE WILLING TO GIVE YOUR PRODUCT FREE PLUGS! A single tip from this newsletter (and you're told EXACTLY how to exploit it) may expose your product—FREE—to TEN MILLION CUSTOMERS IN A SINGLE DAY! Plus monthly lists of the top catalog houses and how to sell them...5,000 trade publications who are begging for material on products like yours...how to reach markets—FREE—your competitors never even dream about...how to sell thousands of dollars of a NEW product, before you bring it out or even spend one penny to make it!

And now

How The U.S. Government Can Make You Rich:

Most people hate the Government; Cossman loves it. He estimates that the Government has given him FIVE MILLION DOLLARS IN GROSS BUSINESS OVER THE YEARS — SIMPLY BECAUSE HE KNEW THE RIGHT WAY TO ASK THEM FOR IT. And from this moment on, Joe Cossman is YOUR representative to the U.S. Government! It's almost like having an inside line to the Treasury! Cossman tells you the latest Government aids, month after month, that only one business man out of a thousand even dreams exist! Financing if business turns sour...thousands of dollars of free artwork...free training for your employees...\$50 management courses for 35¢ apiece...fabulous vacations, practically free...government—specialist's advice on tax loopholes...government money to set up branch offices...AND MUCH, MUCH MORE! ALL YOURS EVERY MONTH—FOR PENNIES!

Don't Send A Penny Now!

Simply return the No-Risk Coupon—TODAY. It brings you this FREE money-making report, plus the first issue of The E. Joseph Cossman EXECUTIVE NEWSLETTER. Read them both from cover to cover—AT OUR RISK. If you are not delighted in every way, simply tell us not to send any more, and you owe us nothing! Keep the FREE report in any case! It's our gift to you for your trouble!

SEND NO MONEY NOW!

INFORMATION, INCORPORATED
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Gentlemen: Yes! Please send me your FREE Report, "37 INSTANT MONEY-MAKERS YOU CAN USE TOMORROW," along with my Introductory One Year Subscription to E. Joseph Cossman's EXECUTIVE NEWSLETTER. I understand that the price of the Newsletter is only \$12 a year—payable 30 days after I receive the first issue. If I am not immediately delighted, I will simply notify you and I will owe nothing. In any case, the Report is mine to keep.

Name _____
(Please Print).

Address _____

City _____

State _____ Zip _____

☐ \$3.00 EXTRA BONUS! Send year's payment of only \$12 now, and receive THREE extra issues of the Newsletter FREE! You save \$3.00 for saving us the cost of billing and bookkeeping. And you get exactly the same Money-Back Guarantee! If you are not delighted in every way, simply tell us, and your money will be refunded AT ONCE!

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