

For the man (or woman) who would like to break out of the salary-rut for good... open doors to thousands of extra dollars of income every year, without risking his present job... and perhaps even start two, three or four little self-perpetuating businesses of his own on the side, that make money for him while he sleeps — here is

a startling FREE report

# 37 ingenious SPARE-TIME BUSINESSES that require almost no investment, and net you up to \$200 EXTRA INCOME every week!

How would you like to get a commission on almost every house sold in your neighborhood, without registering as a real estate agent, or even leaving your front porch.

Or be the first one in your area to exploit this new twist in selling cheap jewelry by mail, that could get every one dollar you invest to bring you back five.

Or even use this fantastic new way to form your own race-horse syndicate—where for only \$18.50 a month, YOU own a thoroughbred that may win thousands!

And these are only three of the THIRTY-SEVEN brand-new SCHEME-YOUR-WAY-RICH, PART-TIME MONEY-MAKERS—completely unknown to 99% of your friends and fellow workers—and now yours ENTIRELY WITHOUT COST OR FURTHER OBLIGATION in one of the most startling, Instant Second-Income Reports you have ever read! All yours FREE with an introductory subscription to E. Joseph Cossman's THINK YOURSELF RICH NEWSLETTER!

Why, any one of these ingenious "Part-Time Money-Magnetizing Twists" can be worth a small fortune to you—and I'll prove it to you right now! Where else, for instance, can you get fortune-building information, at a glance, like this:

## All Yours Free in this "Make-Extra-Money-While-You-Sleep" Report

How to get perfect strangers to send you as much as \$100 a year each, for ten years, just for reminding them of certain critical dates. (You never see them; you never leave your home.)

How \$3, and this simple twist, can put you in the import business—right up to the point where you're selling franchises to others.

How to get your cut on the biggest (and completely legal) lottery in the world. You risk \$10. You get an oil or gas lease in return. (One man has already made a million dollars for exactly the same kind of investment.)

How to turn ordinary rocks (and an ingenious idea) into instant-money. (This one is so simple, you may kick yourself for not thinking of it.)

An introduction to one of the cleverest (and laziest) men in the United States. He works from 4:30 to 7:30 five nights a week—and earns over \$12,000 a year. His gimmick: a stroll through a shopping center parking lot, a couple of part-time high school kids, and an irresistible message written on a 5-inch by 8-inch card.

Invent one of these, and make up to a million dollars overnight (a startling complete list).

A new kind of bicycle, that smart operators are now using to bring in up to \$1,000 a day. (Yes, I said up to \$1,000 a day!)

The inside story on why one of the biggest service businesses in the world simply cannot advertise. And why they will therefore pay you up to \$1,000 for a single prospect's name. (If you like to talk to people, this simple inside-knowledge could make your spare-time worth as much as \$15,000 to \$20,000 extra to you every year.)

A new European trick that nets you big earnings from other people's misfortunes, with almost no work.

How to turn mice into a steady income, for one day's work a week. (This idea has worked so successfully for one man in Minnesota, that he has customers waiting a full year to buy from him.) You can do the same thing, for pennies.

Plus much, much more. Far more than I can ever

describe in this brief letter. How to buy old books for 2¢ each, and sell them for \$2 apiece with one simple twist... How to turn deserted old buildings into gold mines... ingenious little ads (given to you word-for-golden-word) that cost only \$5 or \$10 each, and bring hundreds flowing in every month...

All of them still only a sample of the riches waiting for you in this startling report! And it's yours FREE, with your no-risk, introductory subscription to the THINK YOURSELF RICH Newsletter!

Here's why—

## He Made a Million Dollars by using His Brain and His Spare Time— and Other People's Work and Money!

Now you get down to the real pay-off! All 37 of these Golden Money-Makers are given to you 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.

Yes, Joe Cossman did TWENTY FIVE MILLION DOLLARS WORTH OF BUSINESS (without ever seeing 99% of his customers) because he had one overwhelming talent—the ability to scoop up new money-making ideas YEARS BEFORE THE COMPETITION DREAMED THEY EXISTED!

To do this, Joe Cossman set up a "private intelligence service" for new money-making ideas, that not only covered this country but stretched out to Europe and Japan as well.

Every month, dozens of brand-new money-making ideas poured into Cossman's office—from Chicago and Boston and Alaska and Paris and Tokyo and Geneva—the instant they had proven their ability to turn pennies into small fortunes!

AND THIS SAME "MONEY-MAKING NETWORK" IS INTACT TODAY! Joe Cossman has not dismantled it. He has decided to use it, instead, to let other ambitious men and women, all over America, TAP ITS GOLDEN FLOW!

Like this—

## Everything Worked Out for You. All You do is Follow Instructions— And Open a New Account at Your Bank!

Yes, once you subscribe to Joe Cossman's THINK YOURSELF RICH Newsletter—entirely at our risk—then from that moment on, every month you are automatically sent 10 to 20 of the hottest INSTANT-MONEY BREAKTHROUGHS from all over the world! (If you don't have time to use all of them yourself, why not pay someone else to do the leg-work for you? In this way, you can turn his sweat into your profit.)

Once again, these are all brand-new ideas. They don't come to you after everyone else has heard of them, and milked them dry. They come to you the very instant they've paid off, when 999 out of 1,000 people never even dreamed they're possible!

In addition, however, every one of these ideas is carefully checked by Joe Cossman to give you the following "more-than-merely-money" bonuses:

NO TRAINING NECESSARY to put them to

## HERE'S WHAT HE'S DONE FOR OTHERS! HERE'S WHAT HE CAN DO FOR YOU!

Jane Ellis writes:

"I feel compelled to write to you because as a result of your methods I became an instant success story! I've been in merchandising for 35 years as a retailer and also as a manufacturer's representative. During the past few months, business in the home furnishings field has been extremely slow. As a result, I guess I fell into the slump along with the loss of sales.

"Then came the Cossman Newsletter! Following your methods and in only ten working days, I put on a national sales organization that has been sending in orders at the rate of several hundred dollars a day. I've just cracked the premium field and my first order was for \$10,000! I can't begin to tell you what you've done for me. I feel I have been wasting years and ideas until I contacted you. Thank you so very much."

Arnie Rojan writes:

"I was broke, in a dead-end job, and disgusted with myself! I had an idea for artificial animal rugs but didn't know where to start. Then I discovered the E. Joseph Cossman methods of bootstrapping yourself into business. Following your teachings, I started to manufacture and sell my rugs in my spare time while I held onto my job. Thanks to you, I was able to quit my job and develop my product to a point where I sold out a month ago for \$100,000 cash and a royalty on future sales! Not bad for a high school graduate whose parents never had more than \$2,000 cash at any one time."

work. No complicated craft or technique to learn first. You start making money with them IMMEDIATELY.

NO MORE CASH NECESSARY THAN YOU HAVE IN YOUR POCKET RIGHT NOW. (Or, if a golden opportunity DOES arise every so often that takes an investment, Joe Cossman makes sure it's SO hot that others will beg you to let them put up the money for a piece of the action!)

ANYONE CAN USE THEM. No matter if you're 16 or 76... even if you have nothing more than a gradeschool education... even if you're a pensioner, retiree, or woman living alone, who needs extra money desperately, and needs it fast!

START FROM YOUR OWN KITCHEN TABLE. In your spare time, without risking your present job; without stock, inventory or deliveries to worry about; and, in case after case, with almost 100% profit on every single dollar you take in!

## 99% Non-Selling! Most are Selling-Perpetuating (They Make Money For You While You Sleep!) And All are Based on Simple Tricks and Twists That Could Easily Give You a Year's Pay in the First Three Months Alone!

The cost is less than \$1 a month—FOR A MILLIONAIRE'S TIP-SHEET SERVICE THAT COULD MAKE YOU RICH OVERNIGHT! (Read the testimonials on this page. If Cossman can make these people tens of thousands of dollars overnight, he certainly can do it for you!)

But you try this THINK YOURSELF RICH Newsletter at our risk! Send in the No-Risk Trial Coupon today. Receive your first issue, plus your FREE Report of 37 INSTANT MONEY-MAKERS, to read from cover to cover entirely at OUR risk! If you're not immediately delighted, simply return the Newsletter for every cent of your money back! Keep the FREE Report in any case! It's our gift to you for your trouble!



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!

## INFORMATION, INCORPORATED

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

—MAIL NO-RISK COUPON TODAY!—

INFORMATION, INCORPORATED  
Dept. FW-22

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

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 THINK YOURSELF RICH NEWSLETTER. I understand that the price of the Newsletter is less than \$1 a month. I enclose \$10 on this introductory offer, (completely tax deductible) at NO RISK. Within three months I can cancel my subscription and you will refund my full \$10 instantly. In any case, the Report is mine to keep.

Name \_\_\_\_\_  
(Please Print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

© Information, Incorporated 1969

## SPECIAL BONUS SECTIONS EVERY MONTH!

Joe Cossman does FAR MORE than merely put you in business! He also shows you how to squeeze every cent of tax-free profit out of that business... how to use that business to receive hundreds of FREE items from all over the world... how to save thousands of dollars in hidden expenses—not only in that business, but in your everyday costs of running your home, car, boat, even family vacations!

For example (taken from future issues)—  
How to own your own telephone answering service, and save up to \$300 a year on phone bills.

How to get 150 superb drawings, engravings and prints (all suitable for framing to decorate your home or office) for a total cost of 50¢.

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

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

How to get up to \$5,000 additional life insurance, without paying one more penny.

Contest-winning tips from the judges themselves (one of them alone could be worth \$25,000 to you).

How to put yourself in THE ROYALTY POSITION—between someone else's product and a blue-chip corporation—where with a single phone call you may collect thousands of dollars of royalty annuity for the rest of your life.

How to get office equipment at less than it costs the manufacturer to make.

How to get up to a hundred thousand dollars of FREE advertising every year.

How to get the U.S. Government to invest in your business—train your employees—finance you when income is low—give you fabulous vacations, practically free—show you their own tax loopholes... and much much more!

All yours as just one small BONUS-SECTION of this great monthly Newsletter! Why not try it—entirely at our risk—TODAY!