

Why Were Bankers Warned That This "New Book Could Upset the Savings Applegart" \*

# How to Make Up to 13 1/2 % on Your Savings or More— All Fully Insured

The new "high" interest rates are merely *crumbs to the thrifty*. Why? Because even at 6% inflation gobbles up *not only the illusory gain on principle, but the principle itself* ...resulting in a loss of purchasing power rather than the "nest egg" banks like to talk about.

There are many things banks don't like to talk about. They don't like to talk about the fact that they do, indeed, pay interest rates of 8%, 10%, 13 1/2 %, and often more, to a select group of knowledgeable depositors...depositors who have mastered the insider's techniques of compounding their savings.

## NOW, YOU CAN DISCOVER AND PROFIT FROM THESE DYNAMIC MONEY-MAKING TECHNIQUES.

Each chapter of **DON'T BANK ON IT** is crammed full of startling disclosures . . . multiply-your-money techniques that work whether you have \$500 on deposit or \$500,000!

- What is the simple secret which enables you to enjoy interest-free loans on credit cards and savings accounts?
- What should you know before you accept "open-an-account" gifts?
- What special type of account brings you over 8% interest without freezing your funds?
- How can you earn interest on money you've already spent?
- What key words should you look

for in bank advertising which mean more interest to you?

- How can you increase your interest rate by getting banks to pay interest on "non-existent" funds?
- How can you earn up to 25% interest when money isn't "tight?"

### New Battleground for the Consumer Revolution

In addition to being a highly practical book which will put money in your pocket, **DON'T BANK ON IT!** is a revealing study of the injustices imposed on the nation's depositors by the banking industry and governmental regulatory agencies and the way in which they have dipped into your savings account.

### ABOUT THE AUTHORS

**Martin J. Meyer** is President of the National Depositors Cooperative Association. He also serves as Vice President and Secretary of Intercept Tele-Communications, Inc., a new international cable and telegraphic intercepting and forwarding organization. Founder of a consulting engineering company and builder of a unique technical publishing organization, Mr. Meyer's involvement in banking and finance began in 1959. Formerly a partner in a dealership specializing in exempt securities, he has acted as a business and financial consultant with his co-author. Mr. Meyer has written numerous magazine articles on banking, thrift, and inflation.

**Dr. Joseph M. McDaniel, Jr.**, recently elected President of the World Health Foundation, was Secretary of the Ford Foundation from 1953 until his retirement in 1967 and Dean of the School of Commerce at Northwestern University. His distinguished career includes government services with the Economic Cooperation Administration. He is a director of many corporations and is a trustee of Johns Hopkins University.



\* Look at what the official publication of the Bank Marketing and Public Relations Association said in warning members about the "dangers" of the book—  
"New Book Could Upset the Savings Applegart... Tight money . . . and the much-touted Age of the Consumer are key ingredients in a flammable mixture about to be ignited by a book which could explode in the face of the commercial banking industry this year... At the risk of sounding like an alarmist, if this book should become a best seller along the lines of 'How to Avoid Probate' or 'Unsafe at Any Speed' it could result in an unpredictable shift of saving funds among banks." from "Bank Management Marketing," February 1970.

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Gentlemen: Please rush me a copy of **DON'T BANK ON IT!** by Martin J. Meyer and Dr. Joseph M. McDaniel, Jr. I understand the book is mine for only \$8.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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