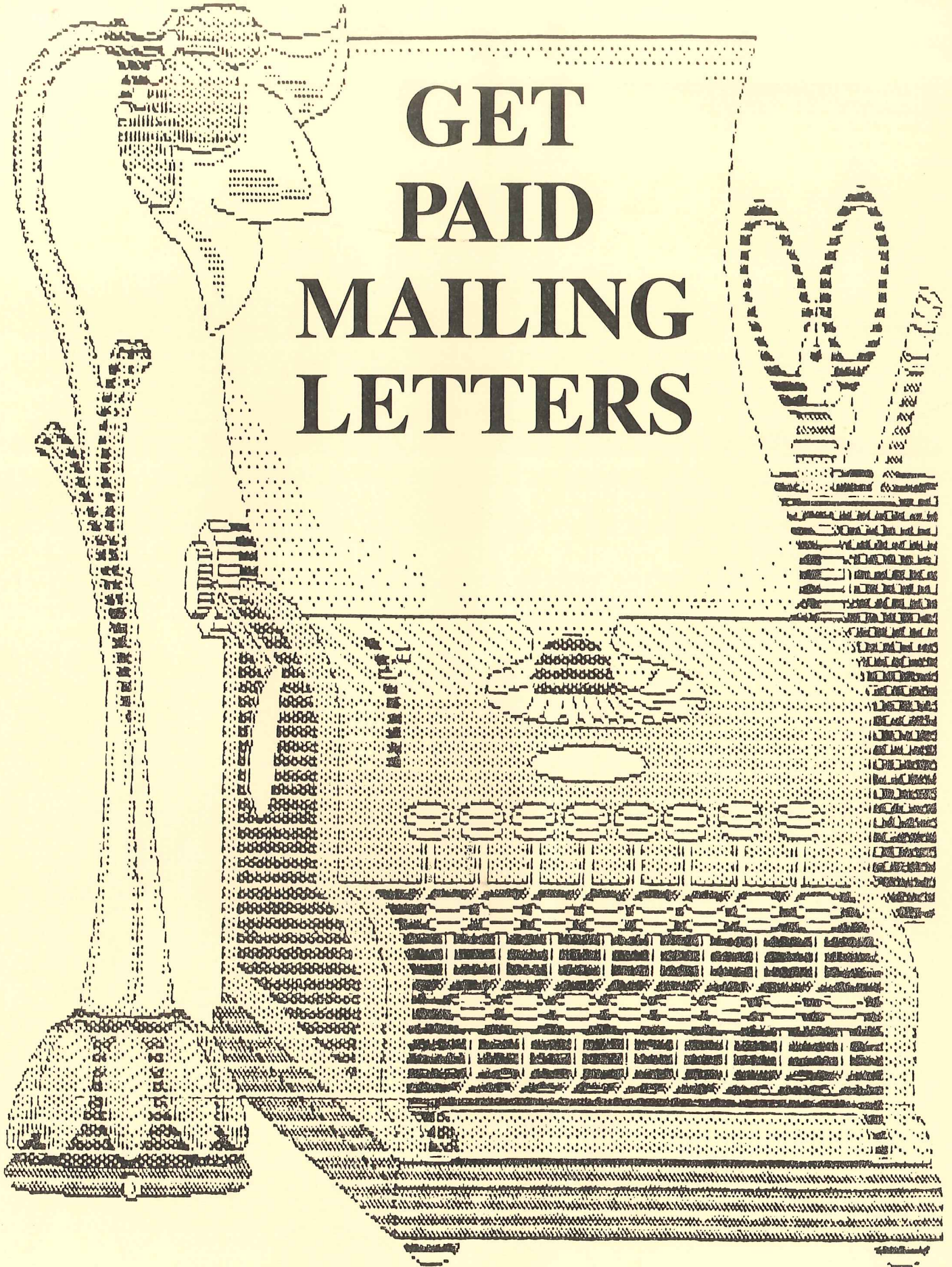


GET PAID MAILING LETTERS



INTRODUCTION

to

Get Paid Mailing Letters

The United States Postal Service has always had high labor costs. This is not surprising because the mail has always been sorted by-hand, and that takes a lot of man hours. Because the post office wants to provide efficient service without raising the price of stamps and services, they are prepared to subcontract with outside people to help them sort their mail. Mail can be delivered faster and the post office saves money on labor.

That is where Mail Pre-Sorting comes in! When zip codes were introduced, the Post Office developed a system of mail facilities identified by zip codes. The USPS will allow you to do zip code sorting. What this means is that when your local Post Office receives the pre-sorted mail, it simply has to place the mail on waiting trucks, rather than paying postal workers to sort it. Freeing postal workers will enable the USPS to pay you for your work. They do this by giving you a per piece discount if you have pre-sorted mail for them. By carefully following their guidelines, the Post Office will allow you to help with the time consuming task of sorting mail.

Pre-sorting mail means you are your own boss, that you are working for yourself. No boss and no wondering about getting laid off or being underpaid. You can set your own goals. If just two people want to develop this service, you can make \$1,000 together, working only five or six hours a day.

Most folks have a multitude of reasons for wanting to work for themselves. Whatever your reason, you already have the skills and knowledge to make this opportunity work for you. If you use this information and apply yourself, you can stop worrying about bills, education and the future. By the time you finish this manual you will have what you need to be in your own business in a reasonable amount of time.

A good relationship with your local postal officials can help your business start off a lot easier. Local post masters have some authority over the particular way you deliver your mail to them. So be sure to find out what they want from you and they may give you a break when you need it. Remember: the USPS is your "supervisor".

LOCATION

Most businesses depend on their location for the number of customers they get and more customers translate into more money. The beauty of starting a presorting business is that you can do it from your own home. This eliminates the financial risk in renting or buying a building, expensive office furniture, and utility bills for the office. Not to mention security concerns! All you have to do is set up in your garage, basement, spare room or den and you are ready to start making money!

EQUIPMENT YOU WILL NEED

Most of the office equipment you will need, is probably already sitting around your house, so you should not have to spend much to get started. Most of these supplies will be used in your capacity as sales person, customer service representative and/or bookkeeper. Some of the equipment can do double or triple duty for your business and your home!

You need to make and receive phone calls in order to sell. You need to be available to give your customers assistance and advice whenever they need it. You may even be able to use your regular phone number, but if things get too busy, you might consider getting a separate business number, just for your presorting service.

If you think there will be time during normal business hours when no one is home, you may need an answering machine. You can pick one up for around \$29.00 to \$59.00 dollars these days.

As a sales person, customer service rep and bookkeeper, you will need a desk or table to do your paper work. As a sales person, you will need to keep records on potential customers and date books to keep appointments. As a customer service rep, you will need access to customer files to answer questions they may have or record advice you have given them. As a bookkeeper, there will be incoming mail counts to keep, daily customer tallies, mail statements for the Post Office and invoices to keep track of. Make sure you have an area where you can keep all of these papers organized and separate from the household finances.

Index cards are a great way to keep track of contacts with potential clients, to record who you have called on, what they said, when you should call them back, etc. Keep them alphabetically and in an index card file.

Once you have customers there is going to be paper work associated with each one. Every day you pick up their mail, you will need to keep a count of how many pieces came in, how many qualified for presort discounts and how many did not. You also need to bill each customer once a week and keep a record of whether they are paying on time. When you get a new client, make a separate folder for them. Of course, you need a file cabinet to keep these clients records alphabetized and within easy reach. If you have a computer and are computer literate, you can use your computer to store files also. This will give you instant access to any information you are looking for. The computer is a boon to business to help track customers, billing, accounting, checking, etc. Of course, you don't need a computer to make this business work!

A calender or date book is one of your most important organizing tools. It helps you keep appointments, keep track of payments due, phone calls you need to make, etc. Especially when you are working from your home where there may be a thousand distractions, you need to have one place to look each day to check on what you need to do.

SORTING AREA

You may want to set up your sorting area in your basement, recreation room, garage or even your kitchen table. Wherever you decide, the set up you need is fairly simple.

You need a large flat surface for sorting your first batches of mail. A 6'x3' surface should be enough to sort a days mail with two people working on it.

YOUR STATEMENT OF MAILING

Remember Form 3602? This Statement of Mailing with red permit imprints is required for each mailing using permit imprints. For mailings using pre-canceled stamps or metered postage, you will use form 3620-PC Statement of Mailing Bulk Rates.

KEEPING BOOKS ON YOUR CUSTOMERS

Since the customer is paying you to send his mail out quickly and efficiently, he will want evidence that this is what is actually happening! With that in mind, maintain a log book of your operations, pick up times, delivery to the Post Office times and copies of your Statements of Mailing. This information will supplement the other detailed records you will be keeping. The Mailing Statements are not only records of what you delivered to the Post Office, they can help you with your billing. Keep a file for each customer. Keep a daily breakdown of the charges to the customer. Bill your customers at the agreed upon rate, at the same time each week or month. Maintaining good records will expedite your business and keep the record straight, for both you and your customer!

Some of the programs reviewed here involve commission mailing. Commission mailing consists of mailing circulars or sales letters on which you earn a percent of the sales price paid by customers. That percent is your commission. You will find that most commission circulars sell money making information. The reason? This kind of information is the easiest to sell. In most cases you will pay for the printing, postage, advertising and/or the mailing lists. There are two ways to drum up interest! Either rent mailing lists or place ads to get people to mail the circulars to. Most companies arrange for orders to come to you and you forward the orders to the company along with your payment. Usually half or less of the money you receive from the customers.

There are a few companies designed for orders to come directly to them and they send you your commission. Commission mailing may also be called Stuffing Envelopes or Get Paid for Mailing Letters.

Following is a list of companies that offer a variety of ways to make money with the mail.

AMERICAN MAILER'S, DEPT. W
2756 NORTH GREEN VALLEY PARKWAY
SUITE 292
HENDERSON, NV. 89014

Homeworkers wanted! Guaranteed \$150.00 per thousand stuffing envelopes. A \$45.00 deposit is requested, plus \$4.00 for postage and handling. The \$45.00 is refunded after you have processed 250 envelopes for us. There is no registration fee and there is a money back guarantee.

With this program you will receive 33 envelopes, names and addresses, circulars and postage stamps. Your job is to copy the names and addresses to the proper place, stuff, seal, and stamp the envelope and return them to the company for payment. They even pay the return shipping costs. Your next shipment is 66 of all the supplies and it continues to increase after that. In addition to getting paid for each envelope you complete, you are also paid a \$3.00 bonus for each order that results from the mailing.

MAXICO PUBLISHING
976 MURFREESBORO RD.
SUITE 224
NASHVILLE, TENN. 37217

"Wanted: Home Mailers. Earning thousands monthly possible! There is a \$45.00 fee for this multi-income program. You can order larger quantity of supplies up to a \$250.00 investment.

You will receive 100 self mailers (circulars that can be mailed without an envelope) with 100 name labels and complete instructions for the \$45.00. You will receive more if you order more. The instructions tell you to mail the circulars to mailing lists with your name and address on the order forms. Then forward orders to them with the drop ship price. You earn a 50% commission on mailing lists and a 75% commission on \$20.00 orders for a business program.

CENTURY
P.O. BOX 15910
FT. LAUDERDALE, FL. 33318

"We'll Pay You \$4.60 For Each Envelope You Stuff and Return to Us" \$25.00 is required to register in this program and you also receive a free diamond pendent charm.

You will receive 2 pages of instructions and some small circulars. The instructions tell you to place classified ads that ask for a stamped, self addressed envelope for details. You put the circulars in the envelopes and send them to Century for payment. The hard part is finding places to advertise where the results are good enough to yield a profit.

You can also mail the offer under your own name and address. You will receive \$25.00 orders and have them drop shipped to the customer for a \$10.00 commission.

COMMUNICATIONS
P.O. BOX 818-591
DALEVILLE, AL. 36322

"Make \$600.00 Weekly Mailing Letters! Amazing secret letter pulls in cash within 10 days!" \$19.00 is requested for the plan.

You will receive a book that tells how to make money selling mailing lists by mail. The magic letter is a three sentence letter that you send to people who mail advertising. It simply invites them to contact you about mailing lists you have for sale. You receive a free \$45.00 surprise gift consisting of a certificate that entitles you to a mailing list of 500 names.

CUNNINGHAM'S MARKETING SERVICES
P.O. BOX 1131
PARSONS, KS 67357

"Earn \$3,600.00 and Up Per Month Stuffing Envelopes In the Comfort of Your Home. You will earn the average of \$140.00 for each 100 envelopes you mail out." You are offered a mail marketing program for stuffing envelopes for \$39.00.

You will receive a commission mailing program. You will mail circulars to mailing lists or to people who inquire from classified ads that you place. You pay for the reprinting, postage, advertising and mailing lists. You then earn a commission on orders that you receive.

DYNAMIC PUBLICATIONS
P.O. BOX 58184
CINCINNATI, OH. 45258

"Make up to \$2,500.00 a Week Mailing Our Circulars.....Guaranteed Earnings!" \$10.00 is required for the starter kit which is said to contain everything you need to make \$2,500.00 per week.

You will receive instructions and sample circulars for selling the same offer you just purchased plus three other offers. The instructions suggest classified ads that you can place to get inquires. No supplies are included. You sell the offers under your name and make 60% commission on them.

FRESH START PUBLICATIONS
SUITE 572 MAIN STREET
RANCOCAS, NJ. 08073

"How Would You Like To Earn Up To \$500.00 Per Week Mailing Out Simple Letters?" Registration and a starting kit including postage stamps, name labels, literature and envelopes cost \$24.95.

You will receive 8 #10 envelopes, 8 small envelopes, 8 sets of circulars and 10 postage stamps. Each set of circulars consists of five sheets of paper with 6 offers that you earn commission on. You are to mail the offers with your own name and address on the order forms. Orders come to you and you have the company drop ship them to the customers. You make 70% commission on each order.

Whenever you send them an order, you can include an extra \$3.00 for postage and handling and they will send you 50 more sales letters and 50 new mailing labels. The offers look like good sellers! Since the response rate on just 8 offers will probably be small or nothing, you are encouraged to make more copies, buy mailing lists and mail out more offers!

FRESH START also offers a dealership on about 250 books and reports that you can sell by mail, for commissions of up to 75%.

GENISIS LIST CO.
1881 NE 26th STREET, SUITE 216
FT. LAUDERDALE, FL. 33305

"Would You Stuff 1,000 Envelopes For \$1,000.00 Plus 50% Commission On Every Sale up To \$150.00? You'll Receive \$1.00 for Each And Every Envelope You Secure, Stuff And Return To Us." It costs \$23.00 to register in this program.

The program consists of placing classified ads in which you ask for a stamped, self addressed envelope and \$1.00 for a list of 150 firms that need homeworkers. That is how you get your \$1.00 per envelope. You are supplied with circulars that have a list of 150 companies on one side and the mailing list offer on the other. You are assigned a code number that you put in the order form of the mailing list offer. You put a circular in each self addressed envelope and send the envelopes to Genisis List Company. They add more circulars and mail them out. You get paid 50% commission on any mailing list orders that result from the mailings.

Some of the companies listed here may have changed their address or discontinued business. Always write on the envelope "ADDRESS CORRECTION REQUESTED". We can assume no responsibility beyond that of listing each address according to the most current information available at the time this publication went to press. The list is informational only.

BONUS PAGES!

Our gift to you!

These pages will outline different ways that one can use the mail to start a business. Good luck!

The \$50.00 per 1000 addressing plan. This is a woman's true story concerning the addressing of envelopes at home in her spare time for \$50.00 per 1,000. Mrs. R. realizing that straight addressing work only produces \$8 to \$15 per 1,000, decided to work out an original plan and this is how she worked it: While searching for the idea, she noticed that local firms were tying in some of their special offers with birthdays and marriages (in other words, they were mailing their offers to customers or prospects in these two fields.) This plan intrigued Mrs. R. and she interviewed one store manager about the subject and learned that an elaborate filling system was necessary in order to mail their special offer to folks having birthdays, just married, anniversaries, to say nothing of blessed events. She also learned that this particular store was quite willing to shift the filling and mailing burden onto someone else's shoulders. So, here was a ready made service for Mrs. R. She offered a service to this store and to others in which she would agree to furnish the names of such people, in fact keeping file cards on each name collected, to stuff the firm's envelopes with their circulars and to mail them out. She set a modest price of five cents per name, the store furnished all circulars, envelopes and stamps for each mailing. Since these mailings were costing 12 cents to 16 cents per mail package, her services and fee seemed most attractive. By specializing in this one field, she could do it at a lower price than the store could do it themselves. Other stores were eager to take advantage of the service and she soon had a growing business!

RICHES FROM YOUR RUBBER STAMP!

A good income can be a reality for anyone owning a rubber stamp. The only additional items needed are envelopes, postage stamps, and a few commission circulars. The rubber stamp is the only one of the above items you need to pay for. The envelopes, postage stamps and circulars can be obtained FREE! Many small operators are earning a comfortable living as commission mailer's. The "tricks of the trade" are rather involved, but I'll give you all the basic information you'll need to start a profitable business. Hundreds of supply houses are constantly looking for people to mail their circulars for them. In most cases, these people will send you all the circulars you need---for FREE! However, they need to know that you are in business or they cannot send you anything. So start your commission mailing business by running this short, classified ad in as many ad sheets and magazines as your investment will allow: "Commission circulars mailed free. Must pay me 50% or more. Send request postage paid: (Your name and address)" The above ad will bring plenty of free imprint circulars to you. As they come in, insert one of the circulars from each batch into a notebook and list the source of the item and the address-to avoid confusion when filling future orders. While you are waiting for your first package of circulars to arrive, place the following small ad in as many ad sheets as you can afford, offering a big mail for free: "Free Big Mail!" Return this ad with a self-addressed, stamped envelope. (Your name and address). The above ad will bring free stamps and envelopes to you. The people who answer this type of ad are interested in seeing what you have to offer and are usually excellent prospects. In the beginning you will probably mail no more than 100 envelopes per month. As your income grows, you can expand your monthly mailings. Some commission mailer's mail thousands of pieces a month.

HOW TO MAIL 1000 BIG MAILS FREE! Keep advertising. Place at least one ad a day until you are receiving an average of 34 a day or 1000 a month. If you will use the following ad, this plan will be easy to implement as it will bring in lots of orders: "HOW TO MAIL OUT 1000 BIG MAILS FREE! COMPLETE PLANS 25 CENTS (YOUR NAME AND ADDRESS)" The 25 cent plan weighs only 1/10 of an ounce or less and will go 3rd class for the minimum postage. You can fill the envelopes with another 1 & 9/10 oz. (9-12 oz. sheets) size 8 1/2 x 11 or almost 70-3x6's for a free ride without paying additional postage. In other words, you make up a big mail weighing 1 & 9/10 oz. or less and you can mail it out free with the plans you advertise. This 'Big Mail' can include imprints that pay you a commission, or you can charge others for imprints that pay you a commission, or you can charge others for mailing their circulars and include them. The main point is that ads selling the 25 cents will pull many more orders than just 'Big Mails 25 cents'. A good dealer will take in \$100 a month with ads like these.

TEN STEPS THAT PUT YOU IN COMMISSION MAILING BUSINESS!

1. Order a rubber stamp with your name and address on it.
2. Send for some free imprints (commission circulars): you pay only the postage for these.
3. Send for some free names that want big mail.
4. Buy 100 envelopes and postage stamps.
5. Address the envelopes to the names wanting big mail.
6. When you receive your circulars, stamp your name and address in the blank space on the commission side of the imprint.
7. Put one circular in each envelope.
8. Mail them.
9. When you receive orders, take out your commission.
10. Forward everything else to the source (the individual or firm) that sent you the circulars- **AND YOU ARE IN BUSINESS.** If you are serious about commission mailing, you have to take time to look over each offer you receive. All you need to do is follow the ten steps above. If you can follow instructions, be happy with \$60 to \$150 a week made in your spare time (from 2 to 4 hours each night and no less than 5 nights a week), then you too can make money mailing. There is money in mailing now, I know, for I do it, but believe me, it is not as some advertise. You will not get rich overnight. You won't make \$50,000 and work only one hour each week! **NO!** It is not that way. You invest what you wish, you grow as big as you wish, but always stuff each envelope **FULL!**

HOW TO MAKE \$50.00 MAILING 150 ENVELOPES.

Order 5000 3x6 commission circulars from your printer selling \$1.00 items and paying you 50% commission on every order you receive. Have your name printed on them- it will save hours of stamping time. Then mail 100 each to 50 "Exchange Mailers" in 50 envelopes, mark them X-100-SY, which means "EXCHANGE 100-SEND YOURS" When you receive 100 circulars from each of the exchange mailers in return, mail out one each in 100 envelopes. This way, 150 envelopes mail your 5000 circulars. If you have a good circular offering a popular seller, and the exchange mailers you sent yours to are honest and dependable, this will bring you \$50.00 profit. That is the complete plan. It **WORKS!** It is working every day for many mailers. It can work for you!

HOW TO GET FREE PRINTING!

The method of getting free printing is currently being used by several different mail dealers. It works! Here's the plan: Run an ad similar to this in any mail order magazine. "ATTENTION PRINTERS! WE WILL MAIL OUT FOR YOU ABSOLUTELY FREE. ALL THE CIRCULARS YOU PRINT FOR US THAT HAVE OUR ADS ON BACK. WE HAVE LINED UP OVER 200 MAILERS WHO ARE CAPABLE OF MAILING UP TO 100,000 PIECES PER MONTH. (YOUR NAME AND ADDRESS)" You might also mention in the ad that you will pay all shipping charges. There will be a few printers who will respond, but one good printer is all you need. After you secure a printer, your next step is to compose a commission circular to be printed on the back. This commission circular should pay whoever mails it 50%, which leaves 50% for you. You might even **SELL** the commission circulars, and make money "coming and going."

HOW TO GET FREE ADVERTISING!

It is possible to get free advertising if your product has a unique appeal of interest to the editor. Some magazines carry a special column of free editorial ads and if your product deserves special interest, it may be carried at no charge. There are other ways of obtaining free advertising which are detailed below:

All you really need to get started is to run perhaps a small classified ad selling one or all of the reports on these special pages. If you wish to go the route of direct mail, you can obtain mailing lists through some of the advertisers in the news stand magazines. Check the classifieds for "Mailing Lists". Later on you will want to develop your own offers to market by mail. Good luck and best wishes!

Sources of Free Mailing Lists. These sources provide you with a free mailing list. Usually in list form, so that you have to re-type each name on your mailing piece. They obtain these names in many different ways. They are usually opportunity seekers, buyers, or people who have paid to be listed. Each source requires a self-addressed envelope, and two first class postage stamps. Each list usually contains about 200 or more names: Following is a list of these free mailing sources!

WILLARDS SALES CO., PO BOX 1036 PALM SPRINGS, CA. 92202
LOW CARD, BOX 392 BREA, CA. 92621CA
CAVAZOS ADVERTISING, 1952 S. KING RD. SAN JOSE, CA. 95122
BEAVERS, BOX 509, McCAJSCIKE, GA. 30555
PRICHARDS, 805 NW AVENUE "J" SEMINOLE, TX. 79360
C. WALKER, 6250 BABCOCK AVE., N. HOLLYWOOD, CA. 91606
FRENCH EXPRESS, 8403 ANTHONY WAYNE AVE., CINCINNATI, OH 45216
NORTHSIDE STUDIOS, BOX 320, SILVER SPRINGS, MD. 20907
JACKSON PUBLICATIONS, BOX 419-FML, WEST HAVEN, CT 06516
WELLMANS, BOX 571, CHASE CITY, VA. 23924
HEALTH BOOKS, 33 IRVING AVE., PROVIDENCE, RI 02906
ERMA MAJORS CO., 3134 N. ACHILES, MILWAUKEE, WI 53212
SQUARE DEAL CO., BOX 272, GORDONSVILLE, VA. 22942
T. J. ENTERPRISES BOX 4960, WASHINGTON, DC. 20008
JAY DAVID CO., BOX 5, McFARLAN, N.C. 28102

HOW TO START YOUR OWN MAILBOX BOOK CLUB.

Book of the month clubs are million dollar businesses. Since many people live in rural areas where no library is available, these people purchase from 5 to 10 books at a time through the mail. They would rather buy books through the mail than travel into the city for them. A Pennsylvania man has started a book club in which people pay a yearly rate of \$12.00 to receive all the books they can read. In addition to the \$12.00 fee, they must also pay postage on all books they receive. When they are finished with the books, they return them to the man so that the books can be sent to others who wish to "rent" them. The book club business is operated by this man all year "round". He belongs to 10 book clubs himself, and originally received his first selections for about \$1.00 for every 5 to 8 books ordered. He started with about 50 to 60 best sellers and then began advertising his own book club. Renting a book is much cheaper than buying one, so your business should do quiet well. Suggestion: Make a list of all the books you have available and mail your list to interested people who will answer the following classified as we have prepared for you: DON'T BUY BOOKS-RENT THEM! LIST OF TOP SELLERS SENT TO YOU FOR A STAMP. (YOUR NAME AND ADDRESS)

THE \$500.00 A MONTH PLAN.

One of the best ways to make money or start a business of your own is by placing advertisements which will pay a good profit. Selling printed information by mail can be financially rewarding. Classified advertising is the cheapest way to get into mail order and it is often possible to make a fortune from these small ads. These small ads would not be there if they were not profitable money makers. You can see the same ads month after month. One can make up to \$500.00 per month, or more, by running the following classified ad with your name and address. Pick a top national publication and test either one or both under the heading "MONEY MAKING OPPORTUNITIES" Then watch the dollars come in. Here are the advertisements: HOW WOULD YOU LIKE TO RECEIVE \$25.00 DAILY AND KEEP ALL THE MONEY?! FOR COMPLETE SET-UP SEND \$1.00 TO: (YOUR NAME AND ADDRESS). Fill the orders you receive with a copy of this plan (have them copied by photo offset, mimeograph, Xerox, or whatever). If you study the many classified ads in the big national publications you may get a better idea of what the leading companies in mail order are doing. It truly is possible to make money with this plan. Good luck!

EARN \$100.00 A WEEK IN A BUSINESS EVERYONE CAN OPERATE!

Here is a business anyone can operate, making excellent profits. This is NOT a little-known business and is one you are probably already aware exists. The business I am talking about is NAME LISTS. One New York firm boasts profits of over \$100,000 a year selling names to direct mail houses. YOU CAN DO IT TOO! I don't guarantee you will make \$100,00 a year selling names, but you can easily make \$100.00 each and every week if you follow these simple instructions.

1. Run the following advertisement over your name: RECEIVE HUNDREDS OF BIG MAILS FREE. GET LISTED FOR 10 CENTS. (YOUR NAME AND ADDRESS). When names begin coming in, type them on name and address labels which you get at a stationary store.
2. Sell your lists for about \$4.00 per hundred names and \$30.00 per thousand (many charge \$40.00 per thousand).
3. Make a list of the major mail order houses which advertise in the Mechanics and Woman's magazines and send a printed post card to each of them explaining your offer to sell mail order names to them typed on gummed labels.
4. The original remittance of 10 cents you receive from the individuals who requested to be listed with you pay for your acknowledgments to them (and you can enclose your other offers to these people for more profits).

HOW TO CO-PUBLISH FOR MAXIMUM PROFITS. There are many fine trade magazines and ad-sheets that you may co-publish in the mail order business. Some of the better ones are Mail Sale Advertiser, Mail Order Bulletin, Popular Advertiser, The Enterpriser, and Easy Chair Shopper. These trade publications are "in print" quickly-no long waiting for your ad to appear. They reach an amazing number of small home-workers and opportunity seekers. If your product or service appeals to these readers-the rates are right. The prime reasons for using these magazines are:

1. To get a 50% discount on our advertising after the first time in exchange for mailing a few copies
2. We earn a 50% commission on all new co-publishers and advertisers that we get for the publisher. Of course, we hope to do some business from your own advertising also. How does the system work? After you place your advertising at the first time rate, you will receive a discount on all future advertising as long as you continue to co-publish that magazine. That discount on your ads and a commission on the others is usually 50%. In return for the discount, you are expected to mail a few copies-honestly! Include the copies in orders that you fill, big mails, or advertise them free for the postage. Using these methods, your postage cost to mail your copies is zero. Another reason for co-publishing various magazines is that many of them do not require camera-ready copy. Some do an excellent job of typesetting and it's FREE! Items selling in these publications usually sell for \$3.00 or less-with \$1.00 being a heavy seller. Remember, it doesn't COST you to advertise. It PAYS!

MAKE MONEY WRITING LETTERS!

An Ohio woman earns \$50.00 weekly writing personal letters. HOW? She advertises her services in the National Tabloid newspapers and ladies magazines. For \$3.00 weekly or \$10.00 monthly, she promises to write a long letter to shut-ins, prisoners and service people. Families of these individuals explain the likes and dislikes of those she is to write to and she corresponds along the lines suggested by family and friends. The field is open.

EIGHT SOURCES OF ALL-PROFIT ADS!

A number of mail order dealers publish information "folios" that they will send your customer free for a stamped, addressed envelope. They provide the ads which you circulate over your own name, usually asking \$1.00 retail. Although called "all-profit" they are really 80% commission ads or circulars. (It will cost you a first-class mail stamp to send the order with a stamped-addressed envelope to the source. The source then stuff the envelope with the order and ads for his/her own products). The source for "all-profit" ads hopes that your customer will then order something from him. His ads costs him only the labor of stuffing the envelope and printing of materials. Send a self-addressed, stamped envelope to the following sources for samples of their all-profit ads and circulars together with full details of their offerings.

1. B & N SALES, P.O. BOX 1663, NEWPORT BEACH, CA. 92660
2. JADA ASSOCIATES, BOX 587, SANTA CRUZ, CA. 95060
3. LEW CARD, BOX 392, BREA, AS. 92621
4. CARL T. O'SHEA, BOX 700, BALDWIN PARK, CA. 91706
5. AMBERGATE, 2887 WASHINGTON ST., SAN FRANCISCO, CA. 94115
6. A & M GARDEN CO., BOX 28097, COLUMBUS, OH. 43228
7. UNITED WORLD PUBLICATIONS, BOX 3876, SAN DIEGO, CA. 92104
8. JACK WILLIS, 3125 GOTTINGREN NO. 310 HALIFAX, N.S., CANADA

HOW TO GET FREE ADVERTISING.

There are copies of this report being sold today in which the author explains that free advertising may be obtained by sending your ads into different mail order publications and tell the publisher that you will mail "x" number of copies of this magazine, in return for him printing your ad. This plan is fine if you are a mailer, and "if" the publisher is having circulation problems. However, the plan you have just purchased is better and more certain because you need not be a publisher, not depend upon the generosity of the magazine publisher. Sandco Publications, 3414 9th, Ceres, CA. 95307 will print for you, absolutely free. 1000 each of your best 3x6 circular, and your best 8 1/2x11 circular when you purchase 1000 of their "All Our Offers" commission circulars at just \$14.95. This is itself FREE ADVERTISING, but there's an added bonus. The commission circular is made up of dozens of ads offering valuable information and services that people buy and on which you make 50%. The orders you get back from these will more than pay you back your original investment. THIS IS FREE ADVERTISING. Before ordering, check with the firm to see if this price is still in effect as inflation makes a firm price difficult to maintain!

HOW TO WRITE ADS THAT WILL PULL!

If your ads aren't paying off then you need this quick method of writing order-pulling ads!

1. Write a headline that will draw attention to your product or service. Don't write headlines with phrases like ATTENTION PLEASE!! Create headlines that IMMEDIATELY let people know what you are selling. If you have envelopes for sale at discount, use a headline which says: DISCOUNT ENVELOPES.
2. Don't confuse the reader with several different offers in one ad. Use more space if you intend to advertise several offers. If only one inch of ad space is being used, then sell only one item. An example of copy that would describe discount envelopes would read as follows: Discount Envelopes. All sizes and styles. Descriptive catalog available FREE with your order for 100 #10 business envelopes imprinted with up to 4 lines. \$3.95 Postage Paid Catalog, without envelopes.
3. An ad that sells GENERAL MERCHANDISE or services that can't be used by most individuals, can be advertised in any publication. Offers such as stamps should be advertised this way!

HOW TO DOUBLE YOUR EARNING IN MAIL ORDER!

Want to double your earning in mail order? You can if you use my simple method. I've used it for years and still continue to do so. Begin by running one or two ads in several different mail order publications. When orders begin coming in, take a full 50% of the profits and invest them in more advertising. Most dealers don't do this and wonder why they aren't making any money. You MUST invest at least half of your profits to DOUBLE your income in this business. When I started in mail order, I had \$5.00 to invest. I didn't believe it would be enough to help, but it was enough and I showed a profit of over \$300.00 in my first 3 months. That wasn't a bad beginning, but today I bring in many times my original investment EACH DAY. Investment of profits is the secret if you want to succeed in business, any business, and mail order is no exception.

287 PROFIT MAKING ADS!

If you haven't read about this ad before, then you will be excited to read it now! 287 Profit Making Ads! Sell under your name, and earn 50-100% on drop shipments. Earning potential is \$370. Seven sheets, in all. 189 ads paying 50%. 67 paying 75%, 28 all-profit ads. Dealership Set-Up. \$2.00 Moor's Enterprise, 2639 Merhoff St., Louisville, KY. 40217. We sent off for the above offer and found out that Joseph Moore, the owner, has expanded and improved the dealership set-up since January. He added more and better deals: "ALL items selling less than \$1.00 pays 75% commission-all drop ship. What's more, Joe has one single price of \$15.00 special for ALL; he's got hundreds of offers and reports in a BIG envelope including the right to reprint and sell these items for 100% profit!

HOW TO GET YOUR CIRCULARS MAILED FREE.

Yes, there is a way to get your circulars mailed free! As soon as you can afford it, become a supplier of a commission circular. The easiest way to do this is to take "All-Profit" offers and have circulars printed on two sides. On one side have your own name and address printed. On the other side leave space for a rubber stamp imprint. Offer these circular mailers on a commission basis. They keep a commission of 50%-100% on the one side, and you make your profit on the other. Use this same method for any offers that you develop for yourself. You can reach these mailers by advertising in or subscribing in several mail order trade magazines and ad sheets. Another way to locate mailers for your literature is to notice the ads by mailers, usually at the bottom of the ad they state, "COMMISSION CIRCULARS MAILED FREE" which means that they get one side and you get the other, as above. If you really want to get rolling using this method, take two "All-Profit" offers and give the mailer 100% on one side. You still make yours on the other side. Also, if you are interested in obtaining additional commission circulars for yourself, include the above statement as part of your own ad. Still another way to get your literature mailed free is to include this little note in all of your advertising at the end of the copy: "STAMP APPRECIATED". It only cost you two words, but it could save you bunches of bucks in postage. If you are advertising in trade publications or ad sheets, use "SASE" which means self-addressed stamped envelope. This savings for envelopes, addressing labor, and postage can amount to lots of money. Many small dealers use this method exclusively-even in the large circulation magazines. They've been using it for years; so it must work!

ONE MAN BUSINESS HAVING AT LEAST A \$50,000 PER YEAR POTENTIAL.

There are several businesses which one can operate by himself and make \$50,000 and up, each year. For example. Financial Brokerage, Import-Export, Mail Order. A Finder Business, a Licensing Agent, and many more. Courses and books on these subjects are available from the following firms:

1. VENTURE BOOK CO, Box 19033, LAS VAGAS, NV. 89119; INTERNATIONAL SUCCESS, BOX 186, MERRIK, NY. 11566; AEA, 631 WILSHIRE BLVD., SANTA MONICA, CA. 90401.

WHERE TO GET 3 SURE FIRE MONEY MAKERS FREE!

Sunshine greeting cards are sure profit-makers for spare time selling. You will be very proud of your contribution to the family income and for those little luxuries you wish for. And you can do this by inviting the neighbors over for a coffee party and show these wonderfully beautiful Sunshine cards, gift wrappings and novelties. It's an easy way to earn extra money. You can request everything you need, free catalog, sales kit, and sample boxes on approval from:

SUNSHINE ART STUDIOS, INC. SPRINGFIELD, MA. 01101. Free \$2.00 box of greeting cards to start you making extra money. Extra income can be yours without giving up your precious time with your family. Show off and sell this popular greeting card line to all your friends, neighbors, and relatives. Over 250 new and different, fast selling greetings and novelties will pile up profits fast! You will receive a \$2.00 box of cards free along with free samples on approval by writing to: CARDINAL CRAFTSMEN, 1400 STATE AVE., CINCINNATI, OH. 44214. Start your own greeting card shop right in your own home. Make extra money with these guaranteed sellers. All occasion cards, birthday and get well cards, gift wraps, beautiful stationary, and gifts can be successfully sold to your friends and neighbors individually or on a profitable party plan. Write for samples, free color catalog, sales plan, and more to: HEDENCAMP & CO. INC. 361 BROADWAY, NEW YORK, NY 10013.

HOW TO MAKE MONEY WITH YOUR OWN AD SHEET!

Usually ad sheets are started by the publisher cutting ads from the magazines and making his paste-up with these "freebies". The beginner then mails his ad sheet to those dealers and asks them to re-run their ads with him for "x" number of dollars per column inch. This is a risky beginning because many dealers will not buy additional ad space for one reason or another. DOMAR ENTERPRISES, Box 581, Laurel, Md. 20810 has a method for starting ad-sheets that is almost 100% risk free. They will send you a full page of all-profit ads (ones that pay 100% commission) and you may run these ads over your name in your first edition of your ad-sheet. As paid ads come in, you simply replace the 100% ads with the paid ads. Until you get paid ads, you continue making money whether you get paid advertisers or not. Moreover, THIS SAME COMPANY will actually design your master ad FREE if you will run their 3x6 ad in your first edition. Thus, you make money off their ads, and you get a professionally designed ad sheet free!

HOW TO GET YOUR 3X6 CIRCULARS TYPESET FREE!

The plan is so simple you'll wonder why you never thought of it yourself. But once you give it a try, you will thank us a thousand times for revealing it to you. There are literally hundreds of mail order publications that will print your ad by the 'letter-press' method. This means they actually set it up in type. This is the only method that an ad or a circular can be done properly and with good taste (commercial art excepted, of course.) First, pick out a good publication and determine the words per inch policy. If your offer has any merit at all, your ad in either MAIL SALE ADVERTISER OR MAIL ORDER DISCOUNTER will set for you many times over the price of the ad. This means your ad is run free, and after your ad is published in the magazine, you merely clip it out, mail it to your printer, and presto-you have your ad or 3X6 circular typeset FREE-plus you have made a good profit.

LIVE IN \$100,000 HOME WITHOUT MONEY!

Best way is to become a "house-sitter." You offer to live in luxury homes while the owners are away vacationing. If you live in a large city you can probably live all year rent free by keeping a notebook of clients who need your services to protect their homes from vandals while they are away. If necessary, get yourself bonded.

STOP PAYING REAL ESTATE TAXES FOREVER

No more property tax, no school, sewer or other local civic taxes - avoid ALL taxes by simply LIVING ON THE WATER in your own boat. The Chinese have been living aboard their boats for many generations so this is nothing new! You can buy a 40 foot house-boat with two 220 HP engines for as little as \$11,000 on terms.

EXTRA BONUS!

The following information has nothing to do with mail order but is something anyone who is trying to be their own boss, make some real money, clean up their credit and become credible, needs to know!

ESTABLISH AAA CREDIT IN 30 DAYS!

To work this plan you need at least \$400.00 to begin. You should borrow this from your friends if necessary. DON'T SPEND ANY OF IT! Go to a bank of your choice and deposit the \$400.00 into a regular passbook savings account, wait a few days for the account to be posted and return to the bank and ask for a \$400.00 loan. You offer the passbook as collateral. Since the bank is already holding your \$400.00, there is no way it can lose by lending you another \$400.00 and they won't even make a credit check. Then with your borrowed \$400.00, you go to another bank, open a savings account, return a few days later, borrow \$400.00 from that bank using your passbook as collateral. Then repeat the process at a third bank with your borrowed \$400.00. Wait a few days and go to a fourth bank where you will open, this time, a CHECKING account. Wait a few days and make a payment on each of the other three loans. A week later, make payments again on the three loans, and continue paying each week until you have almost paid off the balance. A credit invitation at this point, will show you with three active bank loans (which are considered hard to get), a checking account, and an excellent paying history for the three bank loans, because you have been paying up in advance. Thus, you have AAA credit in as little as 30 days. From here you go on to apply for credit cards, and other credit items or charge accounts. ONCE YOU HAVE ESTABLISHED THIS CREDIT RATING, YOU MUST BE VERY JUDICIOUS IN THE HANDLING OF YOUR NEW CREDIT. IT CAN BE A BLESSING BUT, BEWARE, IT CAN BE A TRAP, POORLY HANDLED!

WIPE OUT DEBTS WITHOUT BANKRUPTCY

In 1938 a federal law was passed known as the Wage Earner Plan. It is administered by the same branch of our courts that handle bankruptcy. You must be a wage-earner to use the law - that is the primary requirement. The Wage Earner Plan does not in itself "wipe out" debts, but a little-known proviso of your filing requires your creditors to appear. Statistics indicate that 40% fail to appear in which case, those debts are indeed "wiped out". In some cases 100% of the creditors fail to appear which enables you to wipe out ALL your debts without bankruptcy. If some of the creditors do appear, then the court allows you to spread your payments out over a three year period of smaller amounts you can afford to pay. Once you file, you stop bill collectors, lawsuits, judgments, assignments, seized bank accounts, and other actions against you. And to top it off, your credit rating is, in many cases, improved because you made an honest effort to work with the lending firms. Additionally, if the seller used deceptive trade practices to induce your purchase, your debt may be wiped out under the provisions of the Uniform Commercial Code. Under the Homestead Act, your residence can be exempt from levy to the extent determined by local law. Check at your local courthouse.

HOW TO RAISE \$200,000 IN 24 HOURS

Many people have had opportunities presented to them where quick cash was necessary. Most people are unable to take advantage of the great opportunities because of a lack of cash. A simple procedure is available whereby you can generate quick cash within 24 hours. The process is easy and quick but requires that you first make the preparation and lay the groundwork for the plan. You can call this plan the banking round robin. Go to ten banks and tell the loan officer at each that you want to borrow \$1000 for 30 days. Upon paying off your loans, wait 30 days and go back to each bank from which you borrowed the original \$1000. This time request a larger amount depending on what you think the bank will loan, say \$5000. If each bank approves a \$5000 loan you will be able to raise \$50,000 the second time. Continue this step-by-step process. Each time you go to the bank, ask for a larger amount and a longer pay-back period. What you are doing, of course, is establishing a millionaire's credit rating by the process of repetition. That is, you always pay back the money when it is due, and by being prompt combined with the number of loans you've made and paid, you will have established a very powerful credit rating and relationship with the banks. In about one year after using this process, you should be able to borrow \$20,000 from each bank on your signature. Using ten banks in the plan, you will be able to borrow up to \$200,000 on your signature in as little as 24 hours.

Enjoy your bonus pages!

Information changes constantly. Some companies in these reports may have changed their addresses or discontinued. The author and publisher, therefore, assume no responsibility beyond that of listing each address according to the best information available at press time.

THE TRUTH ABOUT CHAIN LETTERS, MONEY GAMES AND TITLE 18

Chain letters and other money games that encourage you to replace a name from a list with your own - promising substantial financial rewards for your efforts are engaged in making fraudulent representations and conducting illegal lotteries as defined by *Title 18 of US Code on Mail Fraud*, regardless of how hare promoters try and claim to be perfectly legal money-making plans.

Based on greed, the BIG LIE is, once you get twenty people or so to respond, first dozens, then hundreds, and finally thousands of people will each send you more cash than you ever dreamed possible. Chain letters (really pyramid schemes) use *Geometric Progression* to illustrate their point.

Using their own over-blown projections it would take hundreds of thousands, even millions of people to join to make the program work by the time it has filtered down to you! For everyone to make the kind of money claimed it would take half the population of the entire planet!

Typically you're encouraged to send out at least 100 copies of the program. To get the ball rolling most say you have to purchase something from each name on a list. Drop the oldest name. Put yours in its place. Countless variations. Totally worthless and blatantly illegal. Frequently disguised as MLM plans, Phony Network Marketing Plans, Recipe Clubs, Friendship Clubs, Puzzle Solving Solving Schemes, Recirculating Ads, Free Gifts Of Money, Loans You Don't Repay, Etc.

By the time you get a copy of the program (some have been floating around for years) the originator has long since pulled-out. Look for hand-written notes claiming how "good" the program works. The person that sent you the program, (and wrote the note) is so far down the "chain" he's desperately trying to make back his initial investment.

A few programs that have gained wide circulation in recent years are the infamous *Edward L. Green*, *Dave Rhodes* and *What The IRS Knows About You*. Of course they're not the only ones. More numerous than dandelions in a lawn, they can have a lot of twists and turns. New ones appear constantly:

Also be aware of a fairly new scam called "*monitored programs*." A new wrinkle that is supposed to control cheating, You see, a few rip-off artists found out some of their victims had the nerve to try and cheat them! Besides, some people were finally getting smart enough to learn regular chain letters don't work. So the latest con is to try and convince you the chain letter is monitored so no one can cheat. Come on-so no one can cheat them! Monitored programs are just as phony as the rest. Steer clear!

HOW TO SPOT A CHAIN LETTER

It's time to play junior detective. Not every chain letter will have all the following characteristics. Some may only use one, but most will have several matches.

1. Look at the envelope. Most chain letters are addressed by hand, frequently in RED ink. The return address is usually missing. The idea is to get you to open the letter. The rip-off artists think they have a better chance of you opening the envelope by hand addressing it. Could be it's from a long lost relative or somebody that owes you money!
2. The "sales pitch" varies from a simple one page poorly photocopied letter to complete packages that may be very cleverly done, and run 10 pages or more in length, Many are nicely typeset. Some come right out and ask for the money without offering anything in return, while others offer worthless reports, or useless products.
3. Look for an outrageous hard to believe headline like "*You Are About to Make at least \$50,000 in less than 90 days from the comfort of your home.*"
4. If the chain letter is larger than two pages expect to find a cleverly worded paragraph usually right after the headline claiming the author almost threw away the letter himself, but boy, was he glad he didn't, because he made a pile of money with it. The main purpose of including this cute little story is to prevent you from throwing the letter away without reading further.
5. Rip-off artists know that if you didn't throw the letter away yet, they got a pretty good chance of selling you-so they really pour in on-thick and heavy! The next thing you will read will be a rags to rich's story. A real tearjerker, when done correctly, and remember rip-off artists are clever...they got your attention, and probably your sympathy, and soon your money!
6. Its time to quickly tell you how easy their plan is, how many people have made money with it and so on. This is followed by easy instructions that are really idiot proof.
7. If they haven't lost you yet, they will try and make you believe that a least 5 out of 100 people will respond by sending you cash. They usually say if you use a good mailing list you can do much better. This is followed by an example of how quickly the cash piles up, because in no time at all, thousands of people from all over the county will be sending you money.

8. Look for Testimonials from people who claim the program works. Now add up all the money everyone claims to have made. Using their own figures, you should be able to figure out that if the testimonials were true, (their not) tens of millions of people have already been mailed the chain letter. You have no chance.

STILL A DISBELIEVER?

Then look for the following tip-offs, almost always part of every illegal scheme. Buried somewhere in all the hype almost all rip-off artists will say their offer is "*perfectly legal!*" Many simply say their offer is not a chain letter. Promoters of illegal schemes love to misquote Title 18 of the United States Code on Mail Fraud. Usually section 1302 and 1341. Some even use a phony testimonial that claims their close friend, or brother-in-law works for the Postal Service, and vouches for the legality of their program. They never get around to Section 3005 that covers Frauds and Swindles which is what they are trying to sell you!

Chain letters are very tempting. Most people at one time or another do try at least one. Your mail carrier will notice an increase in your mail volume that may be reported to the local Postmaster or to Postal Inspectors. Nothing may happen, or you may receive a warning to cease at once. You could also be investigated, even prosecuted, fined and/or imprisoned for mail fraud. It is not worth the risk!

HOW ONE DEALER MADE THOUSANDS OF DOLLARS STOPPING CHAIN LETTERS.... PLUS: THREE MONEY-MAKING METHODS YOU CAN USE.

We believe that anytime you can get paid for doing what is right you should jump at the chance. You will be helping the postal system clean up the clutter of chain letters and pyramid schemes, and you will be helping the world of mail order improve it's image. And, naturally, the money should come in handy.

New ones always seem to be sprouting up, and you will undoubtedly continue to receive them as long as your name appears on a mailing list. Since these letters are so numerous you might as well make some money out of them. But NOT by participating in the chain! Here are some legal ways some dealers are making money on these right now:

1. Cut off and save all the commemorative (Large) stamps. These can be sold to stamp dealers or collectors. Collectors will sometimes pay up to 2 cents each for ordinary comemms, and this is not counting certain hot issues that outpace the others in demand, such a the recent State Flag stamps. These are already selling used for between 6 cents and 12 cents each. Check the stamp publications for buy and sell prices from dealers, which are substantially less than collectors will pay. Of course, stamps from your other mail should also be saved.
2. Even though people who mail chain letters are taking the wrong course, they do have three definite things going for them: 1. They want to make a lot of money by mail. 2. They have spent money by mail (which makes them likely to do so again). 3. They are people of action. Even though they did the wrong thing, they did not just sit around and dream about their goals. All this makes them highly desirable mailing list material. These are the kind of names that mail order dealers really need. You could sell these names by typing up lists or putting them on gummed labels. They should be worth \$5 to \$10 per hundred easily, and I think you will find that they compare with names selling for more than that. Your list grows fast because you are getting at least three, and sometimes more per letter.
3. Since those names are so good, you should be able to make money by mailing to them directly yourself. Large plan, "Get Rich Type" Books, envelopes and printed items sell quite well to this group. But most of them are not ordinary small mail dealers so co-publishing and advertising deals don't pull well until they have been familiarized with this type of business. Who knows? Maybe you will be the one to show them a way to make money that actually works.

Finally, here is how one man reportedly made thousands while stopping chain mail. It is not recommended due to questionable legality, but is included as a fascinating curiosity. This man sent form letters to all names on every chain letter he found. The wording was:

"Dear _____, I have in my possession a chain letter bearing your name, which proves participation in a scheme which is a violation of the Postal Code. The penalties are: fine, imprisonment or BOTH. I routinely refer those to the U.S. Postal Inspector, Mail Fraud Division. However, if you have since realized the seriousness of this crime and have ceased distribution I make the following offer: I will send the letter to you in return for your statement that you are no longer involved, and a one time payment of \$10 cash to cover my postal, secretarial and handling expenses. Deadline Date (10 Days). Sincerely, _____"

Yes, it threw a scare into them, but we urge you to stick to the first three. Good luck!

**GET
PAID
MAILING
LETTERS**