Gary Halbert's and Jay Abraham's Print Lead Gen Advertising

During the 1980s, Gary Halbert and Jay Abraham (independent of each other) ran these lead generation print ads over and over again in the *Los Angles Times*. Gary would also occasionally run ads in *The Wall Street Journal* but it was largely these ads in *The Times*, while he was based in L.A., that were the source of his prospecting for consulting clients.

Obviously, much has changed in the last 25 years in the world of lead generation through print. It's not so much the advent of the Internet as a response medium, but the cost of running such ads in large market newspapers that is often prohibitive. Unless you have tested something in smaller market newspapers, or got a great remnant space buy, publications such as *The Times* would not be most consultant's first pick for doing lead gen.

However, there are countless smaller market newspapers where this can work, and despite the obsession with tablets, there is still vibrant readership of *paid* print publications.

From millions spent of print ad insertions for clients around the globe, here's the short list for this type of lead gen.

1) Paid publications <u>only</u>. Free publications are worthless.
2) The first section is almost always the most responsive. The business section may also be viable, depending on the publication *and* day of the week. Testing is required.

3) If you’re going to go for a fractional ad, go for the half page vertical, so your ad is above the fold.

4) The publication can always control ad placement and almost always has remnant space, no matter what the sales reps say.

The “Century Plaza” ad on the next page may be one of the most successful lead gen ads for business consulting and copywriting of all time and it’s amazing that consultants and copywriters are oblivious of it today.

Gary packed a large seminar room in the Century Plaza with small business owners in 1987 at $375 a head. He recorded the seminar and later sold the recordings of the event. But even if he just broke even on the front end, Gary’s real goal was too get plenty of copy and marketing consulting gigs. As those who’ve observed Gary over the years have related, when attendees threw themselves at him during breaks and after the event, he told them he was far too busy to take them on and had a waiting list of months before he could even talk to them. The ones who were determined to get him wrote him large checks on the spot.

Times Classified Ads

'84 '88 GAMES
SPECIAL EVENTS, COMMEMORATIVE PINS &
MEMORABILIA 1094

CALGARY WINTER OLYMPICS Tickets for major events, free w-purchase of estate area hme. Accepting offers from $150K Canadian. 403/285-3301 P/P

★ ACROSS THE STREET ★
(The Original Pin Store)
7600 Melrose #H, LA 90046
MC/VISA OK 213/651-2123

OC PIN Echnge Trade-Buy-Sell All LA'84 & N.O.C. Olympic Pins Sets at Lowest Price or Offer Disney Pins/Sets 714/999-0125

COLLECTIBLES 1095

NEON SIGNS FOR SALE, Moosehead-$325, Budweiser Guitar-$300, Hussongs Parrot-$245, 7-UP Cup-$250, Coca-Cola-$285, Neon Clock-$235pp213-691-2262

★ WANTED WORLD WAR II German Daggers (Gorgets) Medals, etc. No dlrs. Call Jaynee or Bob H.714/636-4010

★ WANTED OLD VISABLE GAS PUMP. Call Bob Baldwin ★ 714/636-4010 ★

OAKLAND RAIDER Prints (15x21) $20 ea; $75 framed; $150 w/ autograph. PP 818/966-6948

Luongo•Sassone•Yamagata Ltd Editions•Cust.framing•Molding Gallery of Arts 714/830-0480

★DOLLS WANTED before 1960 pp collector-cash-213/822-8399

ELVIS MEMORABILIA Records, misc. $10-up. 818/343-8556 pp

WANTED Gold & Platinum Record Awards. Pp 818/909-7712

Cigar Store INDIAN, 7', cost $5K Sac $2500 obo Pp 213-859-2978

WNTD: OLD TOY TRAINS, Lionel & Amer Flyer. Pp 818-888-3694

20 YEAR PLAYBOY COLLECTION BINDERS $150. 213/429-0642pp

STAMPS 1099

Stamps wanted, collections accumulations, dealer lots, in So. Cal. 1-wk only. 714/968-9589

★AMERICANA Pays TOP CASH for STAMPS/COINS.818-705-1100 Nice Graf Zepps (NH).Pay $2,200

COINS 1097

GOLD & SILVER EMPORIUM
(Gold & Silver Financial Group)
16764 Ventura Bl., Encino
818/501-3600 800/537-4500

★ GOLD & SILVER ★
Buy and Sell
All Bullion/All Collections
(213) 272-8000
ADVANCE COIN Beverly Hills

SUPERIOR STAMP & COIN
All Bullion ★ Super Prices
9478 W. Olympic Blvd.Bev Hills
213/203-9855,Hotline 203-0730

★ CENTURY COIN CO INC. ★
Buying & Selling All Gold & Bullion.Call for fast quotes. 213/626-2732 818/304-0667

COIN-A-RAMA CITY
213/679-9151

MIRACLE MILE COIN CENTER
213/936-7225

HELLER & COMPANY
PASADENA 818/577-7503
GLENDALE 818/240-8355

★ SILVER ROUNDS SPOT + 39¢ No min. Open 7 Days/Week. Eve-9pm. 714/828-2645

SOCIAL Announcements

Wedding Chapels 1115

★ MARRY LEGALLY TODAY. No blood test if living together.We have lic.Near Bev Hills. 7 Days. Your home or Albertson Chapel 5217 Wilshire,LA 213/937-4919

LOST and FOUND

Lost 1200

AIREDALE F, blk/brown, Reseda area, 4/23 collar (Brandy) live msg. REWARD 818-345-7713

BLACK LAB PUPPY Red collar. 5 mos. Last seen 4/20. Tujunga. REWARD! 818/352-1749.

CAT female, gray w/white markings, spayed, since Sunday, Southwest Torrance area. Reward. 213/539-3558

CAT Sml Fml tan w/strips on legs & tail. Nwly spayd. Palms area. Reward Ownr desperate! 213/836-3519 213/473-2239

CAT: all black female, lost 4/21 Woodlake & Dolorosa, Woodland Hills. REWARD! Owner heartbroken. 818/347-4222

CAT Blk/wht neutr. M. May have been stolen & relocated. REWARD.Colina 818-332-3773pp

CAT Grey & Blk stripes, Overland & Tabor 213/839-6431

CAT,sm Siamese Ma,1 yr,Coldwatr Cyn. Reward,818-769-1968

Dalmatian, M, need medicine for kidney stone 818/798-5627

DOBIE Fem Blk/tan, 90lbs, frndly "Tahoe" (6th/Montana 4/24.nds med 213/828-3867

DOBIE, Sm. red fem, floppy ears docked tail "Star" 4/16 Chatsworth reservoir. 818-888-7699

DOG, Small tan male Corgi, 4/5, Patton & Stewart & Gray, Downey. Reward. 213/923-9352; 714/861-2232 213/923-7333

DOG Shep Dobie mix, blk/brn; wht chest Fem Red Collar no leg. Moraga & Sepulveda in Bel Air 4/8. Reward. 213/472-1663

DOG "BLACKIE" SPANIEL MIX female, La Habra Heights area. REWARD. Call 213/697-2748.

DOG Rottweiler REWARD blk/mahgy 1 yr. 96th & Van Ness. L.A. 213-757-3960

DOG Lab Ret-blk fml-2yrs-4/25 WLA "Maggie" (6th/Montana) 213/828-3867

Family photos, 2 albums, in briefcase, lost 4/19-87 in Hlwd Call 213/465-4341 Reward

IRANIAN PASSPORTS (2) #783504 & #469217. Halimeh Navazesh & Faramarz Simab. Fairfax & Beverly area. PLEASE CALL REWARD! 818/710-1520 | 818/888-1071

POODLE-older F,lite color,P.U. 2/23W.LA,dropped off/Reward. 213/823-4025 818/281-2728

SCOTTISH TERRIER, male, No. Hlwd area, 4/25. 818/508-1112

SHEPHERD Collie mix. Fem. brn/wht. wht mane, 8 yrs old, very friendly. Mange on leg & back area. Lost 4/15. Reward. MICHAEL 213/839-7173.

REWARD information leading to return of Pit Bull missing from A-O-K Kennels in Temple City on 4/21/87. PLEASE HELP 818/286-3258

$1000 REWARD for the return of 1986 white 510 Chevy Blazer 4x4 (2CTZ983), stolen from 4th St. & Cochran, 4/21. No questions asked. 213/463-4829

3 Pug dogs lost vicinity Martin St. in Canoga on 4/23. 2 black, 1 fawn. REWARD 818/339-1086 or 213/835-9450

★REWARD! White Toy Poodle Male, lost North Beverly area, Sun,4/19. ID "C-100" tatooed on abdomen.Pls call 213/923-1109

LARGE Reward, staff bull terrier, male, brindle with white chest, Rancho Palos Verdes. Call collect 818-843-4861

★ LOST MARG REED small oil 'Stage Coach' 4/21,La Cienega /Melrose.REWARD 213/660-6591

Found 1205

CAMERA, Magic Mtn. 4/12/87 Call 818/447-9237 aft 5.

★ DOG POODLE MIX, Small white male, Small ears. Red collar w/ "Kitty" ribbon, 4/18. Oliver/Brighton. 818/848-5759

Dog/Cocker Found Wilshire/ Western area, Copper & white w/freckles Mate 213/469-0189

DOG Monterey Park area Husky/Malamutet young fem blk/wht/tan. aft5pm 818-281-4554

DOG-Border Collie, male, blk./wht./tan, found 4/14/87, 3rd & La Cienega. Pp. 213/275-0720.

Dog Sml blk/wht Nr Crescent Hts & Sunset Bl. 213-936-8983

DOG: sml blk male w/pug face Balboa/Nordhoff 818/891-4800

ENGLISH SHEEPDOG Found near Dodger Stad 4/14. 818-508-8192

LHASA APSO 4/23/87, Northridge area. 818/885-7485

Young Female Shepherd, blk/tan, 4/19 Culver Bl/90 frwy-Marina Del Rey, 818/786-4356.

2 DOGS-GERM SHEP, COCKER SPANIEL. 4/26 818/793-3894

Missing Persons 1210

LET ME LOCATE YOUR MISSING LOVED ONE.Results Guaranteed! Call 'The Finder of Lost Loved Ones'213/380-2400 LicAQ10607

Cheryl Robin Singer contact Norma. Urgent! Write to: L.A. Times, Box W-181, LA, Ca.90053

PERSONAL Announcements

COMMON INTERESTS
AN INTERESTING WAY TO MEET INTERESTING PEOPLE
1220

To place your ad
Call 213/629-4411

Armenian culture.Gntlman educator,40's,5'11,195 lbs,ex-athlete non-smkr,drinkr seeks lady 32-42.Photo & phone #:P.O. Box 19593 Las Vegas,NV 89120

Camping, water-skiing. Marriage minded, SWM, 33, honest & sincere looking for lady to share same interests. PO Box 505, Garden Grove, CA 92642

DANCERS let me call u espcly ultra fem hi engy free stylrs or fitness enthus. I'm tall trim rich Robert Duvall type, La Times Box W-061 La, Ca 90053

Dining Out-Concerts Non-Hectic W.LA SWM w/many attributes looking for attractive SWF/SBF 25-40 to lavish attention on. LA Times Box W-105cl LA 90053

★ ENJOYING LIFE! . . . I AM: Successful SWM, 38, 6'1", 195, attractive attorney. I like movies, restaurants, travel & quiet times in my Hollywood Hills home. YOU ARE: Slim, attractive SWF, under 30, non smoker & a one-man woman. Photo & phone #, please to: PO Box 36A89, Los Angeles 90036

Entrepreneurial & Iconoclastic Former nurse 51 yr old & a ONE MAN WOMAN for 29 yrs is looking for a sincere, loving, articulate gentleman (45-60) to share the next 29 yrs & commit. The best is yet to be! Times Box W286 LA 90053

EXPLORING BEAUTIFUL PLACES Eating Good Foods, Outdoor Events, Good Movies, Comedy & Quiet Evenings at Home. I'm seeking a very attractive lady for possible serious relationship, marriage & children. I especially adore women of Italian descent.Handsome SWM 41, 5'11", 175, nonsmkr, secure, semi-retired. Photo exchange, then let's talk. PO Box 310, Newport Beach, CA 92662-0310

JOGGING, swimming, bicycling. Seeking long term relationship w/lady under 35; pretty, slim, intelligent, clean. Share with man late 40's, 5'9", 180 lbs. From middle East, U.S. citizen. Non-smoker, ambitious. Long Bch. Send letter & photo. L.A. Times, Box C-182, L.A. 90053

Orange County affluent SWM 46, seeks petite SWF 20-40. Enjoys fine activities in life. Send photo & phone to: LA Times Box W-117cl LA 90053

★ SUCCESS. Australian Talk Show Hostess, very attractive prof. S/W/F seeks handsome, successful, generous fun gentleman. 35-48.Bio/Photo/P#'s LA TIMES Box W185, LA 90053

Theatre, Upper Class Lifestyle Showbiz Executive. Slim, romantic, humorous DJM (50's, 5'7") seeks very pretty slim WF in 30's. Marriage possible. Monogamous. Photo please. POB 362, Beverly Hills 90213

Classy Italian Lady wants to Love, cooking, to meet an educated SWM 45-65 widower, marriage minded/sincere.Photo Times Box F-043cl LA,Ca 90053

Personal Message 1225

★ PTASHA ANNE SHAH, Nov 22,1982 - April 26,1987. We'll always carry your memory w/us forever! Loved & gentle friend.

Matt 18:19 Please agree with us for our 4 year old boy Dennis Vachon III to be returned to us

MOM-THANKS FOR EVERYTHING LOVE . . . . DEBBIE

David Wiborg I LOVE YOU! Call Tracy 805/527-0113

Introduction Svcs. 1245

★ SELECTIVE INTRODUCTIONS Meet Your Match. Different Introductions On Each Call. Get Personal Introduction & Phone # Make Your Own Selection. 213/976-7997 $2 +toll if any (Metro Comm)

★L.A. INTRODIAL★
976-LIST (5478)
24 hrs. $2+toll if any.

★ JOIN INTERRACIAL CLUBS OF AMERICA 213/465-1585
Where All The Races Meet&Mix

GRAND opening Intro Offer $35 for 1st 50 singles. Call Compatibility & Referral Center NOW 714/224-8924 Mon-Sat 12-8pm

★ DOWNEY SOCIAL CLUB ★ Single, Widowed, Divorced. Free Brochure. 213/862-8917 PO Box 4314 Downey Ca 90241

★ EAST MEETS WEST CLUB Many Attractive Oriental Ladies 213/829-2911 818/281-6774

DATELINE 976-Dates & Intros $2+toll if any. Call (213)or(818) 976-5888 ★ NEW ADS DAILY

★ FOTO DATE Since 1964 LA 213/551-1888 LB 426-1122 714/972-2500 714/624-7500 818/789-6000 818/338-2000

★ NEW TO L.A. ★ 976-DATE Computer Dating will help you meet someone new! 213/818/976-3283/$2+toll if any

★ MEET ATTRACTIVE, Sincere Quality Oriental Ladies, SISTER SERVICE 818/570-0988 Tue-Sat

SOMEONE is Looking For Someone Like You. Call Compatibility Matching 213/737-3283 818/980-3283

MARRIAGE MINDED: Selective Ladies Meet Business & Pro. Men 818-989-2923;213-276-5828

Catholic Dating Association PO Box 513 Buena Park 90621

★ FREE LIFETIME MEMBERSHIP Singles Directory 818/334-4077 ORIENTALS MEET AMERICANS AT ICCS INTROS 818/919-4604

Announcements 1250

★ ACTOR/MODEL SEARCH ★ Enter our 'Face of '88 Contest' first 100 to call, 213/462-2345, ext.33, eligible for special gift. Leonelli Ltd. 6725 Sunset

★ LIAM SEMINAR 'How To Promote Your Business For Less Than $1,000' 213/273-7053

MANHATTAN COUNTRY CLUB Couple. Best offer over $6000 Call 213/372-4688

CARNATION
YOGURT IS GREAT!

THERE'S A PARTY on the phone & I WANT YOU ALL TO COME! 24Hr-$2-213-818/976-BLAB(2522)

GALLO WINES

★ 976-CALL ★ Coast-to-Coast 24-Hrs but 7pm-11pm is BEST 213/818/976-2255 $2+toll if any

HELP PREVENT AIDS
See Sun ad 4/26
Janus Enterprises, Highland

GIVE! LEUKEMIA FUND.

BUY AMERICAN
FOR FULL EMPLOYMENT
GEHR INDUSTRIES

Buy Bonds-A-845

SEE OUR AD TODAY Class 8500 under 'Telephone—All Shifts

Announcements 1250

★ LIVE ★
PARTY LINE
976-0400
213/818/24Hrs/$2+toll if any

BORED?
DON'T BE . . . You never know what you'll hear! It's live & exciting 24-hrs a day! Call (213) or (818)
976-2111
Only $1.75+toll if any for 3min.

★ THIS LINE IS HOT!! ★
L.A. PARTY LINE
(213) or (818)
976-3344
$2+ toll if any
You can talk to several people at once & meet real people that want to meet you! Or have fun just listening in!
FUN! FUN! FUN! FUN! FUN! FUN!

CALIF. PARTY LINE
$2 + tolls if any. (213) or (818)
★976-4848★
The newest way to meet people, exchange phone numbers, & party by phone.

Announcement
The lottery for the Beverly Hills Senior Citizen Housing Project located at 225 N. Crescent Drive in Beverly Hills has been rescheduled to: June 2, 1987 Tuesday 10am at Roxbury Park 471 Roxbury Drive Bev Hills CA 90210. You do not need to be present at the drawing. You will be notified by mail of the outcome.

★ LET'S PARTY! ★
For LIVE Non-Stop Fun ! Meet New Friends, Exchange Phone Numbers & Have Fun. 24Hrs. $2 +toll/213/818/ 976-9995

★PRIZES CHANCE EVERY DAY! LA's Only Music Trivia Game! Touch Tone. $2+toll. 213 or 818
★976-TUNE (8863)★

GAY CONFERENCE LINE
★ 976-BARS ★
24Hrs/$2+toll/213/818-976-2277

★ SCREAMS ★
$2 + Toll...18yrs or older (213 or 818) ★ 976-4337 ★

FREE Gay Talk Line.Open-Forum Conversation. Call 213/625-1910

BUY TIRES AT
WINSTON TIRE COMPANY

Lottery Info. 1253

WINNING Numbers/Payoffs 213/818 976-LOTT $2 + TOLL IF ANY

CA. LOTTO 6/49 list of winning #'s since beginning See ad 4/26

ENTERTAINMENT 1265

LAS VEGAS BUS JUNKETS
★– $6 –★
turn around w/quailf. Details 213/463-3313 818/451-3131

★ KENTUCKY DERBY TIX
GRAND STAND SEATS FOR 6
$1800. 502/425-2010. P/p.

2 LAKER PLAYOFF TICKETS Rounds 2 & 3. Loge. Section 15, row W. $525/ea. P/p. 714/722-9330 714-631-7549

LAKER PLAYOFF TIX (2) Rnds. 2-3 Col. sect 21,row 1,2 seats. $300 ea. Ask for Jerry. Pp 213/422-4292, 514-6450 P/p

WATCH 'FOOFUR'
ON SATURDAY MORNINGS

LAKER PLAYOFF TICKETS, 2 seats. $60-$200. Pat 213/535-1371, 367-3323 P/p

LAKERS PLAY OFF tix 2 seats $25 ea. obo. 213/422-0519 pp Dave Sucere, Ten Premier Tickets. $35 & $50. Pp 213/261-7428

RAIDER 4 Season Tix. Sec 21, Row 50 $1795 213/596-5662 pp

TV Contestants 1270

YOU CAN WIN
ON NBC's
GAME SHOW
CONCENTRATION
Call (213)
856-0638
Mon thru Fri 11am-4pm

CARD SHARKS
WIN OVER
$50,000
PER DAY
On A New CBS-TV Game Show
Call 213/520-1234
Mon thru Fri 9am to 5pm

BROTHER/SISTER Teams (7-14). Win Big Cash Prizes! Trips, etc. 818/762-6569 Mo-Fr 10-5 Kathy

'SUPER PASSWORD' Win Over $50,000 IN CASH. Call Mon thru Fri 11-6pm 213/466-5103

PEOPLE FOR TV SHOW. Do you have a relationship problem or conflict? 213/466-4775 Terry

A RELATIONSHIP PROBLEM? Call 213/469-4907 Mo-Fr 10-5

'SALE OF THE CENTURY' If you have broad general knowledge call 213/284-8644 Mo-F 9-5pm

JEOPARDY! Answers/Questions Quiz 213/466-3931 M-F 10-4:30

Restaurants 1280

TAKE A FRIEND TO LUNCH
EL POLLO LOCO

Take A Friend To Lunch
Hamburger Hamlet

Take A Friend To Lunch
Hamburger Hamlet

TRY OUR HAMBURGERS!
WENDY'S RESTAURANTS

TRAVEL

Car Trnsprtion. 1303

DEPENDABLE CAR TRAVEL
DRIVE/TRUCK/RAIL
Drive Cars All Points Top Gas 213/659-2922 714/241-7334

CARS AVAIL NOW.PA,Mass,Conn. OH,Gas Allow.Auto Driveaway Long Bch 213/421-0313

COAST TO COAST
Auto delivery. Closed vans. Fast, pampered and insured. INTERCITY 800/722-4018

★TRUCKED/DRIVEN Nationwide 1-800/872-2828 714/491-5611. DRIVERS, KY, Mich, Ill.

AUTO DELIVERY/US/OVERSEAS 213/270-4794 213/421-8429

U-DRIVE Most Gas Paid! Drivers Needed 213/272-0494

Car Trnsprtion. 1303

SHIP YOUR CAR
TRUCK/DRIVER-All Points USA
●Low Rates ●Insured ●Govt Lic ●24 Hr Door To Door Service
SHIPPERS INDEX
213/459-2771 714/754-7447
★DRIVERS NEEDED NOW★

★ DRIVE CARS FREE
EAST COAST & OTHERS
GAS ALLOWANCE ALL CARS
AUTO DRIVEAWAY CO
213/666-6100 714/956-9471
4800 Melrose 1011 E.Kenwood LOS ANGELES ANAHEIM

NATIONAL AUTO
TRUCKED or DRIVEN
AUTOS DELIVERED ANYWHERE USA & CANADA
(818) 988-9000
6016 Woodman Ave,Van Nuys Drivers Call Above Number

AFFORDABLE AUTO TRANSP.
★ Ship Your Car On One Of Our Trucks From Our LAX Terminal to Our N.J. Terminal. $745. ★
★ 1-800/824-8811 ★

★CARS TO EAST COAST★
MAS,OH top gas$$ 213 417 3000

Air Travel 1310

★ AIRLINE COUPONS ★
1ST CLASS 30%-70% OFF
EUROPE ● USA ● CARRIBEAN ORIENT ● S. PACIFIC ● & AMER Buyer also. Rely on the A.C.E. AMERICAN COUPON EXCHANGE 213/222-6979 . .714/644-4112

ISTANBUL-TROY-PERGAMUN Several professors and teachers in need of 4 more people in our 10 to 20 trip between 7/5-12 RT airfare + hotel + transfers + mircoach + guide + food $1150. No! for profit effort. 213/326-5205

EUROPE
R/T Coach $549.
R/T Business $899.
R/T First $1595.
Call for other destinations 1/800-367-3340 Co.

AIRLINE COUPONS
Buy/Sell. Hon, up orient. $150! Top $ paid for bump tickets. 1st & Bus discounts worldwide TCC 1/800-552-0700

★AIRLINE COUPONS★
FLY 1st Class to 70% Off. We buy all major awards. Horizon Group 213/471-1160

OVERSEAS Airline tickets. Savings up to 40% on Regular Airlines, all classes, no coupons, receive full mileage credit 1-800-AIR-GATE

SO.AMERICA$625 RT OPEN TIX
TEL AVIV $900 R/T
PARIS $525 R/T
213/877 2196 ITC 818 984 1016

BUMPED?
LUV some United bonus or Western stra. Pay $425 ea. Pp 1-800-531-1475

HONOLULU $114;MAUI $160
LON $245;GERMANY$270;PARIS $249 NO.RT. 818/845-9484

1 round trip ticket—$250. LAX to La Guardia, NY. Depart May 12, return May 17. Call Sheri at: 213/821-6651.

TWO for the price of one R-trip tix LAX to Houston Hobby Good thru 5/8/87 $199. P3 Call 213/223-9382, 733-7471

HNL $229;LON $479;PARIS $499 Amsterdam $488.Tokyo,Bangkok Hongkong $649. All Fares R/T. Restrictions app. 818-989-1187

BUS CLASS EUROPE.....$949.
1ST CLASS EUROPE.....$1,449.
1/800-367-4564 Co.

★ FLY TO ALASKA! ★
$500 Coach $575 1st Class
Coupon Traveler 714-494-2426

★ COURIER Trips R/T ★
SING/HKG$550;SYDNEY $450 TOKYO$300;MIAMI $0;W $70 213/216-1637

Vancouver$125; Honolulu$115 London$239;Germany$249;Paris $219;Brussels$219;Pand R/T All Mexico,NZ&Aust.213/379 2483

WE BUY/SELL AIR COUPONS. 1st Class,Orient/So.Pac $1500 Europe $1000+. 213/656-1040 COUPON MART 800/521-MART

RT from LA:Bangkok $850; HK$630;Taipei $598;Tokyo$578 Manila$598;LAX-Tyo-Hk-Tpe-LAX $630 213/427-3473

LAX TO SEATTLE, 2 tickets. Leave Fri 5/1, return Mon 5/4. $170 each. P/P. 213/826-8435

SUPER LOW FARES!!! Up to 70% off. Etc. 818/884-1018; 213/877-2196

WANTED: UNITED or WESTERN Stand by bonus BUMP tickets. $365 cash. Gary 818/790-8276

BOSTON-San Diego 1 way 4/28, LAX to Boston 1 way 5/2. $75 ea./obo, pp 213/421-9012.

4 R.T. tickets Prudhoe Bay, or Nat'l park of Alaska. $1,000 each. pp 213/868-8888

BUYING Delta & NW. Bump tickets & airline frequent flyer awards. 1-800/852-8777

LOVE TO SHOP IN HONG KONG & KOREA? 7 nites 9 days only $1250 air/land 213/469-6854 P/P

LAX to TRI CITYS Tenn (near Knoxville) 1 way, May 4, $85 P/P 213/438-5046

HAWAII'S GREATEST VALUE CONDO RESORTS ALL ISLANDS Call Toll Free. 1/800/367-5044

EMERGENCY TICKETS
Anywhere in USA, 53% off! $389 RT 818/889-7471

ONTARIO-Dallas, Charlotte N.C. & Columbia SC, $ 1 way. $75, $75/ea. Pp (714)968-7077

★ 1 ROUND TRIP, LEAVE NOW! GOOD 5/19/87, US/CAN/Mexico. $395 pp 714/861-6015

★ 1ST/C CLASS/EUROPE $950. HNL,CARIB,Alaska $395,NY, Atlanta $475, 213/292-3378

LEAVE HARTFORD CONN Arrive LAX May 16, United Airline. $90. (1) Pp 818/994-3090

CARIBBEAN-R/T COACH $399. R/T First $749. Call for other destinations. 1/800-523-4546 Co

● LA, X-LONDON DIRECT Open till May 31. $220 obo. Call Tues All 4-5pm 213/829-3675

2 Eastern round trip tix anywhere US, Canada, Caribbean. $350 each. Pp 818/571-1377

SAVE $$$$$ ON 1ST CLASS
ACC 800-338-0099,619-451-2979

LAX-MINNEAPOLIS 1 R/T $74.78, $175 213/477-0622

1-wy LAX-Phila, PA, May 2 Best offer 213/777-5537 P/P

LAX to Chi, R.T. Use by 5/8. $140 obo. 818/993-8440pp

LAX to NY 5/2, one way, $175 Call Brad Pp 213/352-2989

ALASKA-USA Western xtra tixs 4 @ $500 ea. pp 213/397-0635

●LOW FARE Expert.PHC,Europe Orient, Australia. 213/384-3378

★ SYDNEY $400 Round Trip. 213/649-3981 M-F 10am-11am

● LAX-Dulles DC 5/8 ret 5/18. AA, 2-$150 ea.pp213/372-7240

★ FLY ANYWHERE USA $150 to $300 RT. Pp 714/535-8437

LAX to Baltimore RT, 5/11-57 20. $200/obo. 213/745-2331 pp

LAX-Philadelphia, 1 way,5/4, 2 tix, $75 ea. pp 213/396-4001

LAX-D.C. Cont'l, 1 way, by Apr. 27. $140/obo. Pp (818)440-1696

LAX-NY RT (1) lv 4/27 ret 5/2. $150 obo 213/453-1059 pp

L.A. to N.Y. 2nd/rtn lv 5-13 rtrn 5-24 $178(2) 213/453-2327

LAX-Newark 1 way 4/27 or 4/28 or 5/11. $100ea 818-591-1440pp

NEW YORK $178 RT $4R9 OW TRAVEL ASSO. 213/933-7388 P/P

★LONDON $399, PARIS $499 KARACHI $930 213/659-2090

1way,in NY area or Hawaii 5/7. Best offer 818/376-7985pp

1 tix Kennedy to LAX May 22 6pm. $A $100. 213/274-1676 pp

LA/PHILA. 1 way, 4/27. $70/obo. pp 818/352-0013

RT tix, rtrn LAX to NY 5/5, $175 213/436-4900

LAX to NY RT May 1 $300 obo 213/451-8790

LAX to Dallas Cap 5/20 Cont'l Pp 213/478-6548

Ship Trvl./Cruises 1315

SPUR OF THE MOMENT CRUISES
★ SAVE UP TO 50% ★
213/839-2418
5-50% CRUISE SAVINGS
800/445-8587 CRUISETIME

Trips/Tours 1318

CANCUN MEXICO 4ds/3nite incl.2 RT airfare,Cost for two $399,includes trnsf,motel&trip. Vacation Creations619 236 8008

Travel Agents 1320

★ EUROPE $419 'Round Trip other destinations available. JEFF'S TRAVEL 213/689-1820

ACCOMMODATIONS

Campgrounds/R.V. Parks/Clubs 1335

Campgrnd host wtd. Must own s/cont trlr/campr. Free campsite. 40 mi from LA in Angeles National Forest. 818/578-1079

1000 Trails Resort unlimited family membership, price $3700 602-855-6559 pp

Coast-Coast mmbrshp/$2750 & Assu Pymt pp 714/887-8403

HEALTH

Health Food/Svcs. 1353

HERBALIFE
Case 80% off. Buy 10 & get 1 free. Call Bob 818/995-3503

Medical Services 1355

★ ★
Stress
At Work
★ ★
Burned Out? . . .
. . . . Harassed?
Sick? . . . . . .
. . . Overworked?
CALL NOW!
for an immediate appointment at NO COST TO YOU.
(213)
879-6227
(818)
242-6900
Free appointments, services, monetary benefits & treatment may be available thru Workers' Comp WHETHER FIRED or WORKING.
Professional Consultation
Certified Licensed Physicians
HABLAMOS ESPANOL

AIDS Antibody Tests. Dr's offc. Open Sat. Confidential. $65 213/471-3713 or 818/506-4813

SPECIALISTS OF THE BREAST Dr.'s Cosmetic Plastic Surgery Medical Group . .213/651-4133

Hospitals/ Sanitariums 1370

BOARD & CARE INFO. If interested please call; 818-367-8568

Mental Health 1390

★
WORK STRESS?
★
WORK INJURY?
If you are unable to continue to work because of job stress or injury you may be eligible to receive Disability Benefits thru WORKERS COMP including COMPENSATION, PAYMENT & TREATMENT, AT NO COST! Call O.P.P. Services
213/933-0133
All Appointments Free
Licensed Psychologist & M.D.

WORK TRAUMA
★ Hotline ★
Tape Recorded Information
★ 213/470-3378 ★
or Call Direct
★ 213/470-4220 ★
Regarding Money & Benefits You May Be Entitled To Receive From Staff Dr's Through Worker's Comp. At No Cost to You. Standing by to Advise You Are Attorneys & Doctors Who Can Provide Medical, Psych & Legal Services In Connection with Work Injury & Job Stress.
Available 24hrs-7 days a week
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HABLAMOS ESPANOL

UCLA Research Subjects wnted Females w/severe depression, anxiety, alcohol problems. $22/dy. 213-824-3282 Ext. 4293

JOB PROBLEMS? Suffer from Nervousness-Low energy? Call 213/655-8777 or 818/789-0788

Pregnancy Cnslng. 1395

FREE PREGNANCY TESTS
★ UNPLANNED PREGNANCY
FEMALE/MALE MD OB/GYNs
SIMPLE IN-OFFICE PROCEDURE
WOMEN'S MED CENTER OF LA
213/661-2077 or 818/502-0078

Unclassified 8510

ABBOTT LABORATORIES

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ADIA PERSONNEL

ADVANCED CARDIOVASCULAR SYSTEMS

ADVO SYSTEM INC.

ADVO SYSTEM INC.

AFG INDUSTRIES

AFG INDUSTRIES-3

AFG INDUSTRIES-2

AFSA
DATA CORPORATION

AIR FORCE

Aircraft Opportunities
SIKORSKY AIRCRAFT
Stratford, CT 06601-1381

AIRITE

A.J. & ASSOCIATES

AL KREGER & ASSOC

Pregnancy Cnslng. 1395

★ FREE
PREGNANCY
TESTING
UNPLANNED PREGNANCY
GENERAL (ASLEEP) OR
LOCAL ANESTHESIA
COUNSELING & BIRTH CONTROL
OUT-PATIENT STERILIZATION
ABSOLUTE CONFIDENTIALITY
·Med-Cal, Private Insurance·
Mastercard, Visa Accepted.
FPA
Family Planning
Associates Medical Group
CALIFORNIA'S FINEST
FAMILY PLANNING CENTERS

Mid-Wilshire	213/253-2647
Fairfax Area	213/936-9313
West L.A.	213/820-8084
Torrance	213/530-0117
Long Beach	213/595-5653
Downey	213/862-5121
Fullerton	714/525-2770
Orange	714/634-2440
Cypress	714/761-4465
Newport Beach	714/474-2908
North Hollywood	818/509-1716
Northridge	818/772-1122
Glendale	818/243-1925
Pasadena	818/791-8135
Rosemead	818/571-1880
West Covina	818/960-5491
Montclr/Pomona	714-626-2463
Upland/Ontario	714/946-2808
San Bernardino	714/885-0282
Riverside	714/689-4929

BUSINESS SERVICES FOR PERSONAL NEEDS

Moving & Storage 1403

8' x 40' storage container xlnt. cond. $1500. Pp 213/870-1863 or 821-7463 ask for Larry

SENIOR LIFE STYLE

Senior Life Style 1420

Senior Employment

★ SECURITY ★
ADT Security Service is presently accepting applications for our patrol & guard div. Min. req.: Current DMV printout, Calif. driv. lic., car, phone, guard card & have own equipt. Paid vacation. Pay $5.54-$8/Hr.
605 So. State College Bl.
Anaheim, CA.
714/776-7881

● APARTMENT MGR-CPLE ●
A Leader in housing for the Elderly has an opening for a qualified couple to manage a Sr. Citizen housing project in Inglewood. Previous HUD exp. necessary. Excellent salary + apt. 213/458-8081

AUTO
PBX OPERATOR
Part-time, morning hours, 5 hr. minimum. Exp. preferred Send resumes to: LA TIMES BOX F-177, L.A., CA 90053

■ MANAGER ■
Hollywood area. Large Single Avail. Active Senior preferred. Rent Free Plus! ENVOY PROP. 213/202-7100

● Security/Driver Based in Santa Barbara. Security bk grd pref. 213-937-5486 x2923

RETAIL POSITIONS
BULLOCK'S DOWNTOWN
925 W. Eighth St. L.A.

Senior Healthcare

Sharon Convalescent Hosp
8167 W. 3rd St. LA 90048
213/655-2023

BRIER OAK Care Center
5154 Sunset Blvd. LA
213/663-3951

ENJOY
CARNATION
PRODUCTS

BEVERLY ENTERPRISES
The Leader in Long Term Health Care

Senior Housing

ONT. $395-JR 1BR,$450-1BR Gas pd, A/C $150 + 1mo mves in SENIOR CITIZEN & SECT 8 Welcome! 1449 D. 714-984-8121 or 800-338-RENT

SENIORS see our special ad re: Retirement/Resort in Sun. 4/26 issue Class 1420 Mr.Dalli, 1015 N. Michilinda Ave.,#402,Pasadena,Ca.91107

APARTMENTS $350 AND UP
Quiet, clean, furnished, 24-hour switchboard. Call now Lisa: (213)469-2711

●LEISURE WORLD 2 bdr, 2 bath. Meals & maid service provided. Only $135,000 Sears Realty 714/768-6800

●LEISURE WORLD View 3 bdr, 2 ba. Gorgeous single-family home. Only .$235,000 Sears Realty 714/586-8080

Sylmar-Oakridge Homes
15455 GLENOAKS BLVD
818/367-0102 818/367-1128

■ Sunset Gardens, in So. Bay Frm. $74,000 Open Daily 1-5 213/539-9035;541-4864

●Leisure World Laguna Hls $800 2+2 Guarded planned community pp 213-453-3618

●ONTARIO SENIORS 57+ $285-up Share, Lovely 2BD Apartments 714-983-5541

SEAL BEACH LEISURE WORLD. Affordable from $40,000. (213) 598-1388

SEC Guards Bev Hills P/T. Perm Sat & Sun. 8-hr shifts. Mr Good 213/728-1843

Senior Services

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Specializing in Hot tar & Flat roofs. Seal coating driveways Senior Citizens Discount. (lic.288920) 818-762-9901

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Mercury Insurance Group

DOMINO's PIZZA

Senior Travel

Shop Elson's Gift Shops
(In fine hotels everywhere)

ENJOY A SITMAR CRUISE

FINANCIAL

Financial Planning 1425

1-800-458-5333
FORTUNE FIDELITY

New 1-Day Seminar Reveals . . .

How To Promote Your Business For Less Than $1,000!

★ ★ ★

"High-Impact" Direct Marketing Does Not Have To Be Expensive Says This Expert

Dateline Los Angeles:—Would you like to know all about several new (and low cost) advertising "tricks" that can get you more new customers than your business can handle?

These "breakthrough" concepts are so powerful they have resulted in recent sales totalling hundreds of millions of dollars. In fact, Gary Halbert, the man who developed these concepts, has an almost unbelievable track record. For example:

- He created a newspaper ad that multiplied the sales volume of a huge cosmetic corporation (one of the most famous in the world) by more than 1,000% in just 12 months!
- He wrote the most widely read sales letter in history. It was mailed to 140 million people and generated 7,300,000 cash-with-order customers.
- He recently "sparkplugged" four cable TV shows that are producing results for their sponsors that almost defy belief!
- He pioneered a number of retail marketing concepts that have led to more than $100,000,000 in sales volume for a Minneapolis pharmacist.
- He developed a "dirt-cheap" postcard mailing that can be used by almost any management or marketing consultant with incredible results.

This man's work is everywhere. You can see it on TV, hear it on radio, read it in your daily newspaper and, on any given day, you are almost sure to find some of it in your mailbox. Not only that, he also writes the world-famous Gary Halbert Letter which dispenses marketing wisdom each month to some of the most sophisticated international ad agencies in the world and also many companies listed in the Fortune 500.

In any case, Halbert has now decided, after many long years of secrecy, to "go public" and reveal many of his breakthrough marketing concepts in an intensive, 1-day seminar to be held in Los Angeles on Saturday, May 23 at the Century Plaza Hotel.

What You Will Learn

- How to get the exact name and address of every man, woman and child who is ever likely to become one of your customers!
- What to write on a simple postcard mailing that will make people flood into your business.
- How to mail up to 100,000 letters per week at no cost (not even postage) whatsoever!
- How to write all of your advertising all by yourself and do it far better than anyone you could ever hire!
- The amazing secret of the best attention grabbers in the world!
- How to use 976 numbers to make people happily pay to hear your sales pitch!
- How to make your ad in the yellow pages pull in 400% more business than it does now—at no extra charge!
- How to get Hollywood celebrities to "star" in your advertising and how to get them cheap!
- An amazing secret that can make your newspaper advertising 750% more profitable!
- How to write headlines that virtually cannot be ignored!
- What you need to know to get yourself and your product or service featured on cable TV at no cost whatsoever!
- 17 words you must never use in any of your advertising unless you are deliberately looking for a flop!
- 6 other words you should always use in all of your newspaper ads and direct mail letters!
- How to use dirt-cheap "low-tech" research to find out the real reason people buy your product or service!
- A-pile, B-pile: an amazing concept that will make all your direct mail advertising at least 50% more profitable!
- How to buy everything connected to your advertising efforts at rock-bottom, dirt-cheap prices!
- 3 key ideas you should consider before you ever run another TV ad or radio spot!
- Why you never get a second chance to make a first impression and a remarkable technique that will "hook" everybody who even glances at your advertising!
- How to make sure your message is believed!
- A dignified way to make yourself famous within your industry!
- How to get your old customers to refer so many new customers you won't be able to handle all the business!

There's more. A lot more. Don't miss this seminar. It stresses low-cost, maximum impact marketing techniques that deliver an instant payoff!

Who Should Attend

- Are you a salesman who needs more leads?
- Do you have a store, a restaurant, a car dealership, a hot dog stand or some other kind of retail establishment you'd like to see flooded with new customers?
- Are you a manufacturer who would like to sell so many of your widgets you'll have to run extra shifts to meet the demand?
- Are you a marketing consultant who likes to keep up with new ideas and techniques so you can better serve your clients?
- Are you an M.D., a dentist, a chiropractor, an optometrist, a therapist or any other kind of health care professional who would like to see your waiting room bursting with new patients?
- Do you have a house you'd like to sell? A thousand houses?
- Do you have anything you'd like to sell? Consulting services? Products? Yourself?

If you answered "yes" to any of the above questions; if you own any kind of business whatsoever; if you are a consultant who desires more clients, a health care professional who desires more patients or perhaps a retailer who would benefit by having a virtual trainload of new customers, you should consider this seminar mandatory. According to John Finn, a recent attendee and marketing consultant in his own right, "Halbert really delivers the goods. I got enough new ideas in the first 1/2 hour to keep me busy for the next six months."

How To Register

The seminar fee is $375.00 and it is easy to register. All you have to do is complete the form at the bottom of this announcement and mail it with your payment or credit card instructions. You may also register by phone and use your MasterCard, Visa or American Express. California residents call:

(213) 273-7053

And, if you live outside California, you can call our toll-free number which is:

(800) 433-7145

Either way, your registration will be confirmed immediately by return mail. Also, you should keep in mind that this seminar has a tendency to sell out almost immediately and, therefore, to avoid disappointment, a prompt reply is definitely advisable. By the way, this seminar comes with a 100% iron-clad money back guarantee. You must be fully satisfied or your tuition fee will be refunded in full.

FREE BONUS

Every person who attends the Los Angeles seminar will receive an amazing "Do-It-Yourself" Advertising Kit. This kit is invaluable. It contains detailed, step-by-step instructions that will enable you to immediately (and with confidence) create "maximum impact" direct mail letters, display ads, TV commercials and radio spots!

But don't forget, as stated earlier, this seminar has a tendency to sell out very quickly and an early registration is always a good idea.

NOTE: Your best option is to get this information live. However, if you simply can't attend, you can order a written transcript and a set of 12 audio tapes that will capture everything covered by the seminar. The price is $295.00 and you can get this material by dialing the same numbers listed above or by using the form below.

SEMINAR REGISTRATION FORM

Please fill in and mail today.

DATE OF SEMINAR: MAY 23, 1987
LOCATION:
CENTURY PLAZA HOTEL
LOS ANGELES, CA

TO: Everett & Lloyd, Inc.
9000 Sunset Blvd., Suite 605
Los Angeles, CA 90069

GENTLEMEN: Yes, I want to attend Gary Halbert's amazing 1-day seminar titled "How To Promote Your Business For Less Than $1,000!" I have enclosed $375.00 as payment in full and I understand this payment covers the complete cost of my tuition plus all seminar materials. On that basis, here is my order.

PLEASE CHECK METHOD OF PAYMENT

——MasterCard ——Visa ——American Express ——Check

Card No. —————————————— Exp. Date ————

Print Name —————————— Company ——————————

Address ——————————————————————

City —————————— State ———— Zip ————

——Check here if you are unable to attend but are enclosing $295.00 for the seminar audio tapes and transcript.

NOTE: Checks and money orders should be made payable to Everett & Lloyd Inc.

Times Classified Ads

Need more money? Try this...

The Amazing Cash-Flow Secret of A Desperate Nerd From Ohio

VITAL NOTE!

"The Amazing Cash Flow Secret of a Desperate Nerd From Ohio" also had many insertions.

Gary was a master at writing titles for special reports that grabbed his prospects' attention and solved their urgent problems... or at least got them in heat to find out more.

This full page ad sold a bundle of his reports at $39.95. Much of the material came from, or was later used in, his newsletter.

Selling information on the front end in the local market is still a fantastic way to get gigs, while a consultant builds his reputation at the same time.

'84 OLY. Pin Series 1,2,3 Match #'s of 77 $500. Buick $150. Bud Set $75. Winter Set $75. Coke 'A' $70. Coke 'F' $40. PacBell $20. '88 OLY: NBC Pin $10, Oly Patch $10, T-Shirt $15, BroadcastBanner $35 Pp 213-257-4898

'84 OLY Pp pin Collect. every pin in bk, all orig. 900pins in cases, bst ofr 213-649-3691pp

1936 BERLIN-Olympic Gold Med'l Track & Field 400 Meter relay $10K obo. Pp 818/287-7989

★ '88 Seoul Oly 162 Flag set $440, ABC Calgary set $120 Spon set $24521 3/417-8390 Pp

1988 framed ltd edition corp sponsor set $295. McDonald set 11 pins $55. pp 213/697-5878

'88 OLYMPIC PINS ABC, NBC Event, sponsor, Anaheim Plaza. PIN CITY USA. 714/491-0622.

● '88 OLY PINS & SOUVENIRS
Murray's, 740 W King at Hoover

'84 Oly Torch #'d new $850 '84 fnl rprt bks 2vols. $800, '84 Saudi plaque 213-649-3691 Pp

1984 LA Times complete Olympic's collection. $300/obo. P/p 818/352-7895 Boris

★ '86 ASIAN GAMES, Collector Pin Set, Ltd Edition, All Events $125/obo Pp 213/835-2433

'88 Oly Pin Trading: Broadway Plaza Photo. Mon-Fri 12 noon; Sat/Sun 12-4. COME ON DOWN!

★OLYMPIC PIN PARTY ENCORE Fri,Sat, & Sun Oct 7,8,9th 11-9 For info-Harvey 818-708-1319

'84 OFFICIAL Olympic Corporate sponsor set $175,'84 & '88 pins $3-$10. 818-886-1720 p/p

★80-84-88★
Olympic Sets, Individual. We UPS. pp 213/645-8686.

LA '84 Japan, Olympic Baseball team pin $30. Pp 213-417-8390

Pin/Baseball Card Show; Thurs 10/6. See ad 10/4(714)774-2954

'88 African Media Sponsor Pins from Olympics 818-762-6583 pp

'84 Oly. Coca Cola flag set-150 frmd $395obo 213/373-3098pp

COLLECTOR SELLING OUT over 1000 comics, over 200 decanters, over 300 Mc Coy pieces, over 150 coke bottles +much more. pp 213-422-7740

★Rare Disney Items★ Backwards goofy watch, '39 Donald Duck pocket watch and other rare items.$800 213/378-5215pp

● Sports Memorabilia Wtd ●
Publications, Autographs, Ball, stubs,bb,fb,bsk. 213-451-3303pp

● DOLLS WANTED! ●
Before 1960 by collector. $2K 213/822-8399 P/p

WANTED-GOLD & PLATINUM RECORD AWARDS
Old or new. Will pay to $1,000. Call: 818/909-7712 Pp

SMALL SCRIMSHAW Collection-Whaling and Alaskan items-reasonable. 818/240-5394 pp

★★ 6ft CIGAR STORE INDIAN, Direct From Arizona ....$600 Pp. Please Call 213/936-9780

★ HUMMEL FIGURINES ★ 8" Umbrella Boy/Umbrella Girl. $1000 each. Pp 714-947-8115

WANTED: hardbacks by Edgar Rice Burroughs, Tarzan/others. (pay $5-$100+)714/793-3349pp

SWORD-ornate Brit commem of 25th Anniv Queens Coronation #6 of 100 $12K 213/394-0747

CASH for German World War II collectibles. Call CAROL SMITH 213/598-5588 714/636-4010

COLLECTOR buys old toy trains: Lionel, American Flyer.Old toys, Toy Ships. 714/860-1952 Pp

ANTIQUE Bicycles, some restored, years 1895 to 1958, $350 & up, pp, 208/772-7866.

●COIN OPER. PAY PHONE. Good cd. $200 obo. 213/434-9037 pp

WANTED: TOY TRAINS. Lionel, Amer Flyer,LGB. 818-888-3694pp

Jukebox, Wurlitzer Model 1015, completely rstrd 714-733-0627

★★WANTED: BASEBALL CARD COLLECTIONS. 818/957-5658PP.

WANTED: Baseball Year Books prior to '70. 619/425-8816

RECORD Collection. Rare & val. MINT.$2-$20 up. 818-343-8556pp

★OLD DOLLS & BEARS WANTED CASH PAID 818/347-3657 pp

17 Jim Beam Auto bottles never opened $1700 213-941-2689pp

1 Can of Billy Beer, unopened. $600/obo. 714/788-4906. pp.

Stamp & Coin Collection Wntd! I pay better than market for a collection! $1K+ 714-497-2660

★ AMERICANA ● 818-705-1100 ★
18385Ventura Bl,Tarzana Square
● Buy-Sell ALL Stamps & Coins!

BUYING original, unpicked Morgan dollar rolls, pay $500 & higher. 213/927-4014

Rare coin collection for sale Many coins valued $5-$2000 ea All or part. Paul 714-739-7731

★ CENTURY COIN CO INC. ★
Call for Immediate Gold/Silver Quotes 1-800-234-CENTURY

The Amazing Cash-Flow Secret Of A Marketing Genius Who Is Afraid To Fly

"Therefore, when it comes to money, I am forced to go right for the jugular."
—Jay Abraham
August 30, 1981

Jay Abraham's: "The Amazing Cash-Flow Secret of a Marketing Genius Who Is Afraid to Fly"

Jay ran this ad more times than you can count in the early 1980s before the apex of his popularity and influence in the late 1980s-early 1990s.

Besides the irresistible curiosity and reason why triggered by the headline, the ad does a great job of qualifying the right prospects and would be an interesting ad to model.

In the broad daylight of 2013, it's difficult to make contingency marketing deals work as they do on paper. In my view, Gary's model, where the clients pay in full, and feel lucky for the privilege of doing so, is the way to go.

How To Hire a " $2,000-An-Hour " Marketing Genius To Consult With You for $39 Flat!

Jay Abraham may be the highest paid, **most successful** marketing genius in America. He charges $2,000 per hour or 50% of the increased profits his advice produces—**whichever is greater!** He has been written about in *The New York Times, USA Today, Entrepreneur, California Business,* and twice in *Success* magazine. He has made tens of millions of dollars for 5,000 different businesses and professionals with whom he consulted over the years. Recently he performed 60 unusual "mastermind" consultations for a wide variety of **retailers, wholesalers, professionals,** service businesses, and some rather fascinating and lucrative **non-traditional** businesses as well. He tape recorded the entire series of complete consultation sessions—all 60 of them. Now he's selling typewritten transcripts of each consultation on a **90-day risk-free basis** for a mere $39 per transcript.

Many millions of dollars were made off the advice rendered in these transcripts, and Jay believes a substantial amount of this same advice could easily apply (or adapt) to your business or profession. To find out what these businesses are—and if there's a transcript related to your business or area of interest, call (213) 541-5901. Please ask for Ron.

How To Hire a "$2,000-An-Hour" Marketing Genius To Consult With You for $39 Flat!

This ad saw many insertions.

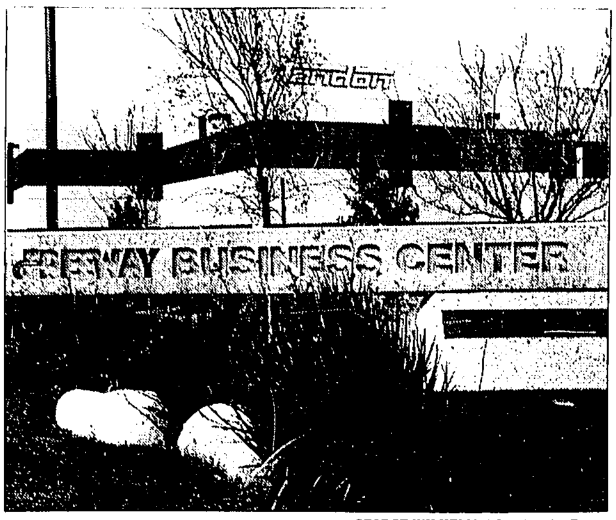
You can see how Jay's prospecting model in print changed from the early to the late 1980s.

Instead of the open invitation for a prospect to pick up the phone and call, here Jay is fronting with information related to the prospect's industry. Though it's not as streamlined as Gary's model, it sets up a hurdle that avoids aimless inquiries and the mention of Jay's hourly fee in the headline is a brilliant touch.

See how Jay powerfully builds reputation in this small fractional ad. It's not necessary to have all the press that Jay had to achieve this. *The New York Times* article cited in this ad is dry as toast, yet the citation conveys an aura.

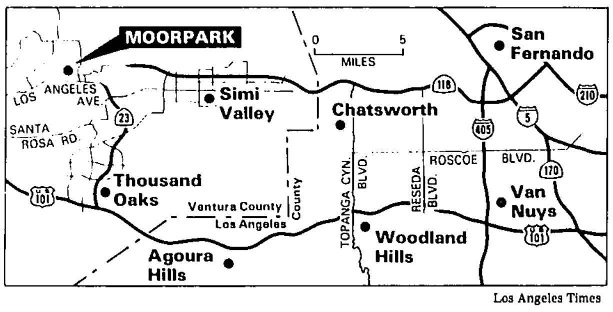
VALLEY BUSINESS

MOORPARK: High-Tech Firms Attracted by Lure of Low Costs



GEORGE WILHELM / Los Angeles Times

Last summer Tandon Corp. became the first major publicly held company to locate its corporate headquarters in Moorpark.



Los Angeles Times

Continued from Page 9A

struggling to strike a balance between high-technology businesses that fill up concrete industrial parks while maintaining the kind of attractive small-town quality one sees on High Street, lined with Western-style shops and shady pepper trees.

"Moorpark is very oriented toward managed growth. Otherwise your intersections turn into parking lots, your schools become overcrowded, your air quality suffers and your open space disappears. You become Van Nuys instead of Moorpark," said Clint Harper, a city councilman who was one of the sponsors of a 1986 measure passed by voters that limits home construction.

Traffic congestion, ironically one of the headaches companies hope to avoid by moving to places such as Moorpark, is a major problem at rush hour. The Simi Valley and Moorpark freeways both end in Moorpark and squeeze traffic onto the city's streets. The state is not expected to connect the freeways until at least 1992, and money has still not been set aside for it.

In addition to traffic problems, the growth spurt has brought attention to the city's lack of basic amenities that companies need to do business.

Businesses must put their guests up in hotels in Simi Valley, Thousand Oaks or the Valley because there is no hotel or motel in Moorpark. The city also lacks upscale restaurants or a large dinner house for meetings. The problem is so bad that the city's chamber of commerce is holding its upcoming annual dinner in nearby Camarillo because there are no suitable restaurants in town.

Moorpark also is relatively far from major airports. Even in the smoothest of traffic, Los Angeles International Airport is an hour away.

Many of Moorpark's 28,000 residents are wary of rapid growth. The city's growth law basically limits new home building permits to 270 a year, excluding small projects, low-income housing or homes on ranches.

And Moorpark's growth is eliminating some of its advantages, notably cheap home prices. Houses costing $250,000 to $500,000 are commonplace. City officials and business leaders say the gap is closing between the city's home prices and those in nearby areas.

Some businesses are reluctant to locate in areas where growth is being slowed because they believe it reflects anti-business feelings. But others see Moorpark's slower growth as an advantage in attracting business.

"You can still drive five minutes in any direction and find farmland. That makes it very attractive," Harper said.

VALLEY EARNINGS

Products Research's 1st-Quarter Profit Up 9%

Products Research & Chemical said its fiscal first-quarter profit rose 9% from a year earlier on a 21% increase in sales.

The Glendale producer of coatings, sealants and other specialty chemicals said net income for the quarter that ended Dec. 31 climbed to $1.95 million, or 26 cents a share, from $1.79 million, or 21 cents a share, a year earlier. Sales rose to $27.2 million from $22.4 million.

Products Research said the gains reflected improvement in nearly all of its markets, with double-digit sales gains in aerospace materials, polymers and construction sealants.

Lincoln Bancorp's Profit Jumps 78% for 4th Quarter

Lincoln Bancorp, the Encino holding company for Lincoln National Bank, said a surge in net interest income helped its fourth-quarter profit rise 78% from a year earlier.

In the quarter ended Dec. 31, Lincoln's net income jumped to $1.44 million, or 46 cents a share, from $807,496, or 36 cents a share, a year earlier. The per-share figures reflect a 5% stock dividend that Lincoln distributed last June.

Lincoln's net interest income—the amount of interest it has earned minus the interest it paid for deposits—rose to $5.8 million in the latest quarter from $4 million a year ago.

For all of 1988, Lincoln's profit nearly doubled to $4.19 million, or $1.36 a share, from $2.12 million, or 92 cents a share, in 1987. Lincoln's assets as of Dec. 31 totaled $416.5 million, up 38% from $301 million a year earlier.

Flamemaster Revises Per-Share Earnings

Flamemaster Corp., a Sun Valley maker of flame-retardant coatings and seals, revised downward its previously reported per-share earnings for its past two fiscal years.

Flamemaster said it actually earned 25 cents a share for the year that ended Sept. 30, 1988, and 8 cents for the fourth quarter, instead of the previously reported 28 cents and 11 cents, respectively.

In the previous year, Flamemaster's profit was 23 cents for the year and and 7 cents for the quarter, compared with the previously reported 28 cents and 10 cents, respectively.

Flamemaster said it revised the results to correct an error in how it treated certain dividends when it computed the earnings per common share. The company's overall net income for all the periods involved was not affected.

TransWorld Bancorp Posts 67% Gain in 4th Quarter

TransWorld Bancorp, the Sherman Oaks holding company for TransWorld Bank, said its fourth-quarter profit surged 67% from a year earlier.

In the three months that ended Dec. 31, TransWorld's net income rose to $491,000, or 49 cents a share, from $294,000, or 30 cents a share, a year earlier. The per-share results are adjusted to reflect a 5% stock dividend that TransWorld paid April 22.

For the year, TransWorld's earnings rose 42% to $1.5 million, or $1.50 a share, from $1.06 million, or $1.07 a share, the previous year.

TransWorld's assets as of Dec. 31 totaled $196 million, up 20% from $163.7 million a year earlier.

Brajdas Reports Sales Up, Profit Down in 3rd Quarter

Brajdas Corp., a Woodland Hills distributor of electronic components, said its fiscal third-quarter profit tumbled 46% from a year earlier despite a 26% increase in sales.

In the three months that ended Nov. 30, Brajdas' net income fell to $265,969, or 9 cents a share, from $489,986, or 17 cents a share, a year earlier. Sales climbed to $15.2 million from $12.1 million.

Brajdas blamed the earnings drop on lower profit margins for its semiconductors, which account for about 25% of the company's total business. Brajdas also warned that the slump in semiconductors might continue through 1989 because of weaker demand and the unavailability of some products.

For the first nine months of its fiscal year, Brajdas' earnings rose to $1.95 million, or 66 cents a share, from $1.49 million, or 51 cents a share, a year earlier. Nine-month revenue jumped to $48.4 million from $34.6 million.

For detailed data and results of other companies, please see tables, Page 8.

ROUNDUP

Continued from Page 9A

the-counter trading.

Prices of Conejo Valley Houses Average $326,217

The average price of a single-family house in the Conejo Valley last month was a record $326,217, the Conejo Valley Board of Realtors reported.

The figure represents a 10% increase from November and a jump of 33% from December, 1987, when the average price was $245,768, the board said.

Meanwhile, sales of existing houses in the Conejo Valley in December edged up 3% from the previous month and were 11% higher than a year earlier, the board said.

The board said 237 single-family houses were sold last month, compared with 230 the previous month and 213 a year earlier.

For all of 1988, a record 3,141 single-family houses were sold in the Conejo Valley, up 6% from the 2,977 sold the previous year. Sales of existing condominiums rose 31% to 1,132 from 862.

Condominium sales totaled 96 in December alone, up 4% from the 92 sold in November and a 32% surge from the 73 sold in December, 1987, the board said.

The average price of a Conejo Valley condominium in December was $163,539, down 1% from the $164,811 average the previous month but still up 24% from $132,392 a year earlier.

The board's report covers housing sales in Thousand Oaks, Newbury Park, Westlake Village and Agoura.

In the Simi Valley and Moorpark areas, there were 177 resales of single-family houses in December, up 17% from the 151 sold in November and a 9% gain from the 162 sold a year earlier, the Simi Valley-Moorpark Board of Realtors said.

The average sales price in December was $227,212, up 8% from $210,325 the previous month and a 36% jump from $166,657 a year earlier, the board said.

Condominium sales in Simi Valley-Moorpark last month totaled 57, up 12% from the 51 sold the previous month and up 39% from the 41 sold a year earlier.

The average condominium sales price in the region was $128,315 in December, down 11% from $144,039 in November but up 25% from the average $102,999 a year earlier, the board said.

Tiny Lead Gen

Tiny fractional ads like this are often forgotten about as a way of generating leads

Gary ran this ad dozens of times in the L.A. Times.

This wouldn't be the first line of attack for most since it involves taking a lot of inbound calls, and largely precludes the kind of *take-away* selling that's necessary for the consultant to keep control, as well as spark the appropriate level of desire to "get the consultant at all costs."

BUILDING A BANKING EMPIRE

J. B. Crowell
Chief Executive
Eldorado Bancorp

CITIZENS BANK OF COSTA MESA

ELDORADO BANCORP

Paige V. Simpson
President
Citizens Bank

Proposed acquisitions by Citizens Holdings would create Orange County's largest bank holding company. Citizens has tentatively agreed to acquire Eldorado Bancorp, and Citizens' purchase of Rancho Santa Fe National Bank is pending. The following are banks that would be controlled by Citizens Holdings upon completion of the acquisitions.

(Dollar amounts in thousands)

	Assets	Deposits	Loans	1st Quarter Net Income	Branches
Citizens Bank of Costa Mesa	$127,000	$114,204	$81,782	$473	3
El Camino, Anaheim	114,892	103,626	62,673	337	4
Rancho Santa Fe National	103,000	94,560	76,637	246	3
Eldorado, Tustin	244,570	218,811	161,484	644	9
Totals	589,462	531,201	382,576	1,700	19

JIM CARR / Los Angeles Times

BANK: Tentative Accord on Purchase

Continued from Page 1

"Normally, when a cash acquisition is in place, you become a senior officer and your bank is not allowed to operate as a separate entity," said Crowell, who is Eldorado's largest single shareholder with 7% of the stock.

"Citizens is leaving the same bonus plan and incentives in place, so the carrot will still be there for us to perform," he said. One incentive missing, he conceded, would be stock options.

The tentative deal, which took barely two weeks to negotiate, surprised Wall Street investment bankers, who have high regard for Eldorado and have never heard of the privately held Citizens Holdings.

Eldorado, on the other hand, is the county's only banking firm on the American Stock Exchange. News of the acquisition pushed its stock to $13 a share at Tuesday's close, up $3.625 a share from Monday's close.

With nine branches in Orange, Riverside and San Bernardino counties, Eldorado would give Citizens Holdings 16 banking offices, and Rancho Santa Fe would add three more branches in San Diego County. Citizens Bank is in the process of selling its Brea branch, leaving it with two in Costa Mesa.

Throughout the branch network, the only overlap is in Tustin where Eldorado and El Camino have offices.

Besides expanding Citizens' reach, Eldorado could provide its sister banks with at least two services they don't already enjoy—a credit card operation and clublike activities for customers, Simpson said.

More aggressive than Citizens Bank, Eldorado started its own Visa and MasterCard charge cards, rather than offering cards that are really from other banks. Eldorado has been able to monitor its costs more closely and offer rates as low as 12% on its top-of-the-line card. It also created two clubs for customers, an "Our Gang" discount travel and entertainment club for senior customers and an "Eldorado" club that offers discounts on bank services.

Simpson and Crowell have headed their banks—and have been friends—since the banks opened months apart in 1972.

Simpson said that when he and other Citizens Bank shareholders agreed to sell to Pratt in 1986, many county banking leaders believed that he would soon be out and Pratt would soon change the operations.

"Some customers still come in and say, 'You were going to sell your bank. What happened?' And I have to tell them we did sell," Simpson said.

In a strategy session early last year in Australia, Simpson, Pratt and Pratt associates worked out an aggressive plan to acquire other banks but let them operate on their own. The idea was that banks with up to $300 million in assets are the most efficient and give the highest returns to investors. The rate of return falls as banks get bigger than $1 billion, Simpson said.

By allowing a newly acquired bank to operate on its own, the plan avoids ego problems—such as who would be chairman and who would be president—that have broken up many previous tentative deals, said Simpson and Crowell.

When Simpson returned from Australia, he outlined his plan to owners of about a dozen banks that he thought Citizens might want to acquire. Response was slow at first, Simpson said, but picked up when some bankers saw that Pratt wasn't firing executives and changing the bank's course.

Eldorado wasn't one of those banks, though. Gerry Findley, a Brea banking consultant who advises Crowell and Eldorado directors and has worked for Simpson, said he told Simpson that Citizens Holdings "better do its homework" on Eldorado and "take its best shot" because Eldorado wasn't standing still.

Indeed, Eldorado Bancorp completed its own acquisition in March of another Orange County bank, American Merchant Bank in Newport Beach.

Eldorado barely heard anything from Citizens, Findley said, until about two weeks ago when Gene Schutt, Citizens Holdings president, and Robert Katz, its chairman, took their "best shot" with the $15-a-share offer to join the holding company as a separate subsidiary.

Eldorado's seven directors—five of whom have been on the board more than 12 years—agreed to the buyout Monday, Crowell said.

RENTALS: Corporate Clientele

Continued from Page 5

in the county recently, swelling the apartment supply.

"With 5% to 7% vacancies, we start looking for options to maximize the property," Gourley said.

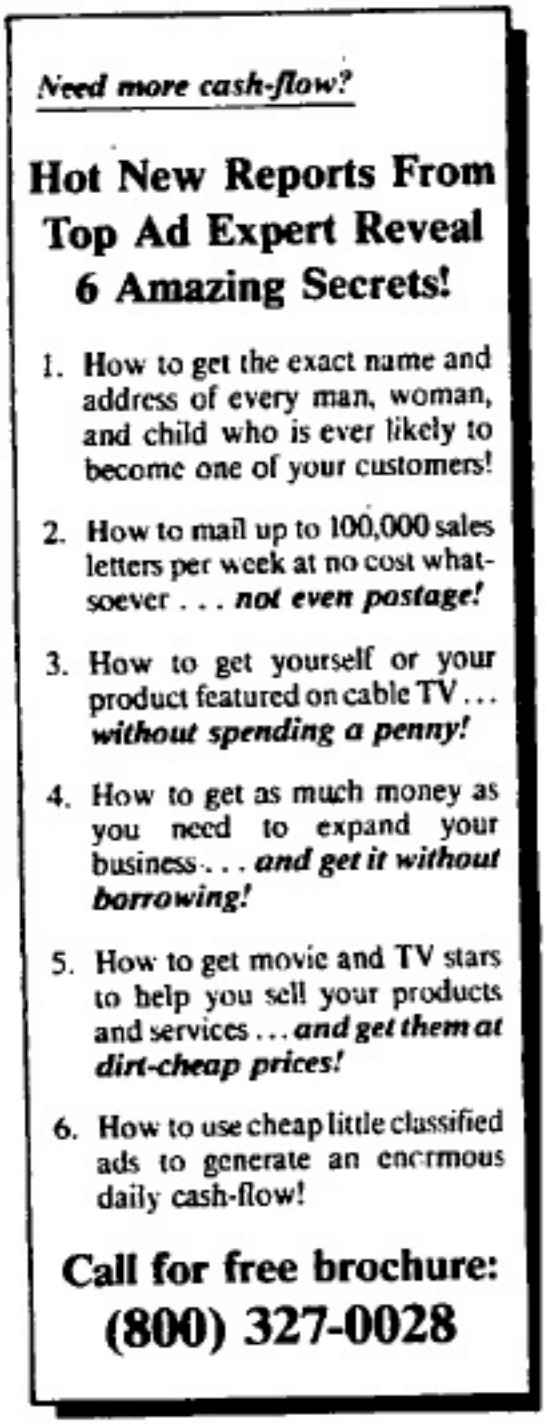
An official of Newport Beach-based Regis Home Corp. shared that view. The firm plans to add more corporate units to its 22 county complexes within a month because "vacancy is up all over," Vice President Tim Gleason said.

Whether "the corporate part [survives] would depend on how soft, unsoft the market is," said Steve Dorman of Arnel, which started a corporate program three years ago.

Although the market has begun to harden, there are those like Kraus of the county apartment association who believe that a secure niche has been carved.

"As long as the area is attractive to corporate expansion and relocation, there'll be a demand for corporate rentals," he said.

Lead Gen with the "Maximum Money Info Package"



This is the fractional ad for Gary's $295 Maximum Money Info Package.

Gary has demonstrated time and again the value of selling information on the front-end as a segue into a copywriting/consulting gig. This achieves three objectives.

1) It establishes the reputation of the consultant/ copywriter. Reputation is what the client is buying, *not* work product.

2) The price point is an important hurdle to clear and demonstrates that the prospect is serious, as opposed to a tire kicker

3) It builds a bond of trust with the prospect .

On the following pages are not just the lead-gen piece but the direct mail letter that Gary sent out to respondents.

THE ECONOMY

FED: Analysts Divided Over Rate Policy

Continued from Page 2
follows market indicators such as commodity prices and the value of the dollar.

It was only recently that all of the various indicators began pointing in the same direction.

"Friday's employment report was the last straw," said Alan Reynolds, a leading supply-side economist at Polyconomics Inc., a research firm in Morristown, N.J. The report showed the slowest job growth in three years.

"For supply-siders, the climbing dollar and collapsing metals prices started signaling the need for Fed easing several weeks ago," Reynolds said. "There are a few diehards left, but most of them threw in the towel over the weekend."

Reynolds expects the interest rate on long-term 30-year Treasury bonds, which hit a peak of 9.33% in late March but was at roughly 8.4% this week, to continue to fall well under 8%. He thinks the threat of inflation has been overstated by most economists.

"The necessity for further tightening has passed," Reynolds said, "and the Fed can now reap the reward of restored confidence in the dollar by letting nominal interest rates decline."

But other analysts contend that the underlying inflation rate, which does not include shocks from jumps in food and energy prices, is likely to continue creeping upward because of tight labor markets and limits on expanding industrial capacity.

"Just because the economy is growing more slowly doesn't mean that inflation is going to melt away," said David Hale, chief economist at Kemper Financial Services in Chicago.

The economy's recent performance has led many analysts to believe that it is coming in for an unprecedented "soft landing" in which tighter monetary policy helps cool off inflation without plunging the economy into a recession.

"Pulling off a soft landing is like landing a B-1 bomber on an aircraft carrier," said Charles Renfro, chief economist at Alphametrics Inc., a Philadelphia-based forecasting firm. "Nobody has ever done it before, but that doesn't mean it's impossible."

BORROWING: Pace Slows

Continued from Page 2
economic growth is slowing as the record peacetime expansion extends into its seventh year.

"We've been seeing for a very long time a great deal of caution in consumer borrowing, to the point that debt outstanding is beginning to fall behind the growth in personal income," Shaber said.

That Americans have kept their borrowing under control so far this year could bode well for healthy consumer spending as the year progresses, she said.

Consumer spending is closely watched as a barometer of the economy's health because it represents two-thirds of overall economic activity.

Money-Market Funds

Money funds with assets of $100 million or more that are available to individual investors. For period ended June 6, 1989.

Asstes of the 374 taxable money funds increased $2.7 billion to $305.4 billion during the week ended June 6, 1989. The taxable funds' 7-day average yield decreased to 9.08% from 9.11%. The taxable funds' 30-day average yield decreased to 9.12% from 9.14%. The taxable funds' average maturity lengthened by 1 day to 38 days.

Yields represent total return to shareholders for past seven- and 30-day periods. Past returns not necessarily indicative of future yields. Investment quality and maturity vary among funds. (r) — restricted availability. Reprinted in condensed form with permission from IBC/Donoghue's Money Fund Report of Holliston, Mass. 01746, 1-800-343-5413.

Fund	Assets	Avg. Maturity	7-day Avg. Yield(%)	7-day Cmpd. Yield(%)
AAL Money Market Fund (r)	157.8	36	8.8	9.2
AMA Money Fund/Prime Port.	131.6	79	9.1	9.5
ASO Outlook Group Prime M.M.F.	287.8	50	9.2	9.7
ASO Outlook Group Treas. M.M.F.	114.2	52	8.9	9.3
Alex. Brown Gov't Series	231.8	39	9.0	9.5
Alex. Brown Prime	1,091.3	30	9.3	9.7
Alliance Capital Reserves	1,505.7	43	8.9	9.3
Alliance Gov't Reserves	528.3	25	8.7	9.0
Alliance Money Reserves	532.9	46	9.0	9.4
Altura Prime Oblig. Port.	249.2	26	9.1	9.5
American Capital Reserve	446.1	38	9.3	9.7
Arch Money Market Class A	493.7	34	9.3	9.8
Axe-Houghton M.M.F.	136.6	15	8.9	9.3
Bayshore Cash Reserve	318.5	55	9.4	9.9
Bayshore U.S. Treasury	151.2	52	9.0	9.5
Boston Company Cash Mgt	345.3	23	9.0	9.5
Calvert Social Inv./M.M.P.	127.7	26	8.9	9.3
Capital Preservation Fund	2,566.9	53	8.5	8.8
Capital Preservation Fund II	648.9	2	9.0	9.4
Cardinal Gov't Securities	510.8	24	9.1	9.5
Carillon Cash Reserves, Inc.	101.7	26	9.2	9.6
Cash Assets Trust	301.0	47	9.3	9.7
Cash Equivalent Fund M.M. Port.	6,368.8	24	9.0	9.4
Cash Equivalent Gov't Sec.	2,680.6	12	9.1	9.5
Cash Management Trust	1,246.6	19	9.3	9.7
Centennial Gov't Trust	151.1	10	8.8	9.2
Centennial Money Mkt Trust	340.4	23	9.0	9.4
Churchill Cash Reserve Tr.	215.3	26	9.2	9.6
Columbia Daily Income	625.8	27	9.1	9.5
Compass Cap. Cash Reserve Fund	381.3	38	9.3	9.7
Compass Cap. U.S. Treas. Fund	170.1	24	9.0	9.4
Composite Cash Mgt Co.	232.4	21	8.9	9.3
Cortland Trust General M.M.F.	699.0	32	8.9	9.3
Counsellors Cash Reserve	217.0	47	9.4	9.8
Criterion Premium Cash Reserves	127.6	22	9.3	9.7
DBL Cash Fund Gov't Sec. Port.	170.5	17	8.8	9.2
DBL Cash Fund/M.M. Port.	940.3	16	9.0	9.4
Daily Cash Accumulation	3,904.3	20	9.1	9.5
Dean Witter/Active Assets Gov't	244.5	50	8.9	9.3
Dean Witter/Active Assets M.T.	2,988.5	59	9.3	9.8
Dean Witter/Sears Liq. Asset	9,800.6	55	9.4	9.8
Dean Witter/Sears U.S. Gov't	715.0	56	8.9	9.3
Delaware Group Cash Reserve	1,054.2	43	9.0	9.4
Dreyfus Liquid Assets	7,436.4	63	9.4	9.8
Dreyfus M.M. Instruments Gov't	648.3	1	9.0	9.4
Dreyfus Money Market	361.5	45	9.3	9.7
Dreyfus U.S. Guar. M.M. Acc't LP	123.3	100	8.2	8.6
Dreyfus Worldwide Dollar M.M.F.	1,527.6	54	10.1	10.6
ED Jones Daily Passport	1,549.4	44	8.9	9.3
Eaton Vance Cash Mgt Fund	191.0	36	9.0	9.4
Elan Money Market Fund	139.1	27	9.2	9.6
Emblem Government Port.	115.2	42	8.7	9.1
Emblem Prime Port.	237.7	35	9.2	9.6
Evergreen M.M. Trust	324.4	42	9.6	10.0
FFB Cash Mgt. Fund	434.5	40	9.3	9.7
FFB U.S. Government Fund	242.9	25	9.3	9.7
FFB U.S. Treasury Fund	108.4	30	9.0	9.4
Fidelity Cash Reserves	10,599.7	48	9.0	9.4
Fidelity Daily Income	2,849.7	50	9.0	9.4
Fidelity Spartan M.M.F.	2,224.9	49	10.0	10.5
Fidelity U.S. Gov't Reserves	1,490.6	49	9.1	9.5
Financial Daily Income	331.8	16	9.0	9.4
First American Money Fund	163.7	21	9.3	9.7
First Investors Cash Mgt	276.6	20	9.0	9.4
First Prairie M.M./Gov't Series	149.0	13	8.8	9.2
First Prairie M.M./M.M. Series	244.2	12	8.9	9.3
First Variable Rate	358.8	22	8.8	9.2
Flex-fund M.M.F.	201.2	38	9.5	10.0
Fountain Square U.S. Treas. Oblig.	131.7	18	9.0	9.4
Franklin Federal M.F.	118.6	1	8.9	9.3
Franklin Money Fund	1,686.6	11	8.9	9.3
Freedom Cash Mgt	931.1	24	9.0	9.5
Freedom Gov't Sec. Fund	159.7	30	8.9	9.3
Fund Source Government Trust	118.8	30	9.1	9.5
Fund for Gov't Investors	647.0	19	8.8	9.2
General Gov't Secs. M.M.F.	316.0	34	8.9	9.3
General Money Market Fund	720.4	65	9.1	9.6
Government Investors Trust	174.3	29	8.8	9.2
Gradison Cash Reserves	570.7	43	9.0	9.4
HT Insight Cash Mgt. Fund	108.4	37	9.1	9.6
Hanover Gov't M.M.F.	311.9	17	8.9	9.3
Helmsman Prime Oblig. Port.	343.3	35	9.2	9.7
Heritage Cash Trust	387.1	27	8.9	9.3
HighMark Diversified Obligs.	589.8	39	9.2	9.6
HighMark US Treas Oblig Fund	212.6	11	8.9	9.3
Home Cash Reserves	456.2	39	9.0	9.4
IDS Cash Management	1,403.2	19	9.0	9.4
Integrated M.M. Securities	476.2	30	8.9	9.3
John Hancock Cash Mgt	269.3	29	8.8	9.2
Kemper Money Market	6,361.7	25	9.4	9.9
Kemper Money Market Gov't Port.	479.3	11	9.3	9.8
Keystone Liquid Trust	489.7	23	8.9	9.3
Kidder Peabody Gov't M.F., Inc.	328.4	38	9.0	9.4
Kidder Peabody Premium	934.1	37	9.2	9.6
Kidder Peabody/Webster Cash Res.	1,825.3	39	9.2	9.6
Landmark Funds Cash Reserves	332.9	31	8.9	9.3
Legg Mason Cash Res. Trust	586.4	16	9.0	9.4
Lexington Money Market	198.8	38	8.8	9.2
Liberty Gov't M.M. Trust	1,392.0	18	8.6	9.0
Liquid Capital Income	1,155.1	22	9.0	9.4
Liquid Green Trust	428.9	31	8.8	9.2
Lord Abbett Cash Reserve	209.0	27	9.0	9.4
Lutheran Brotherhood M.M.F. (r)	365.3	23	8.8	9.1
MacKay-Shields M.M.F.	143.2	40	9.1	9.5
Mariner Cash Mgt Fund	756.3	12	9.3	9.8
Mariner Government Fund	209.2	16	9.0	9.4
Mariner U.S. Treasury	103.6	9	9.3	9.7
Mass Cash Management Trust	652.6	40	8.9	9.3
McDonald Money Market	241.7	31	8.9	9.3
Merrill Lynch CBA M.F.	588.4	46	9.3	9.7
Merrill Lynch CMA Gov't	2,560.5	6	9.1	9.5
Merrill Lynch CMA M.F.	24,114.2	49	9.5	10.0
Merrill Lynch Institutional	1,332.6	44	9.3	9.8
Merrill Lynch Ready	9,729.4	49	9.5	10.0
Merrill Lynch Ret. Res. M.F. (r)	4,006.7	46	9.7	10.2
Merrill Lynch USA Gov't Res.	285.2	6	9.0	9.4
Midwest Income ST Gov't	107.4	53	8.6	9.0
Money Market Management	200.5	46	8.9	9.3
Money Mgmt Plus/Prime Port.	120.3	26	8.8	9.2
Money Trust	135.4	23	9.4	9.8
Monitor Money Market Fund	302.6	32	9.3	9.7
Monitor U.S. Gov't M.M.F.	134.6	22	9.1	9.5
Mutual of Omaha M.M.A.	188.0	39	8.9	9.3
N.E. Cash Mgt Tr./M.M. Series	959.8	45	9.2	9.6
NLR Cash Portfolio	1,660.7	28	9.2	9.6
NLR Government Portfolio	125.4	24	8.8	9.2
Nationwide M.M.F.	484.4	38	9.1	9.5
Neuberger & Berman Cash Reserves	206.9	39	9.3	9.8
Neuberger & Berman Gov't M.F.	129.7	52	8.1	8.4
Newton Money Fund	111.8	31	9.3	9.8
Oppenheimer M.M.F., Inc.	864.6	19	9.1	9.6
Pacific American M.M.F. (r)	594.1	54	9.3	9.7
Pacific Horizon Funds/Gov't	1,314.1	47	9.0	9.4
Pacific Horizon Funds/M.M.P.	972.5	34	9.3	9.7
PaineWebber CASHFUND	4,515.9	35	9.2	9.7
PaineWebber RMA M.F./M.M. Port.	2,566.1	42	9.3	9.7
PaineWebber RMA M.F./U.S. Gov't	314.7	58	8.7	9.1
Parkstone Prime Oblig. Fund	525.6	23	9.1	9.5
Parkstone U.S. Gov't Oblig.	211.2	21	8.9	9.3
Parkway Cash Fund, Inc.	113.7	42	8.8	9.2
Phoenix M.M. Series	137.7	35	9.1	9.5
Piper Jaffray Inv. Tr., M.M.F.	876.4	62	8.8	9.2
Prime Cash Fund	326.8	26	9.2	9.6
Prime Value Cash Investment Fund	473.9	29	9.4	9.9
Prime Value Ready Cash Inv. Fund	119.1	33	9.0	9.5
Prime Value U.S. Gov't Fund	322.3	35	9.1	9.5
Princor Cash Mgt Fund	123.6	19	8.7	9.0
Prudential-Bache Command Gov't	178.1	34	10.1	10.6
Prudential-Bache Command M.F.	2,157.5	56	9.3	9.7
Prudential-Bache Gov't Sec. Trust	511.0	44	9.0	9.4
Prudential-Bache MoneyMart Assets	6,595.2	46	9.1	9.6
Putnam Daily Dividend Trust	675.2	43	9.2	9.6
Quest for Value Cash Mgt. Tr.	497.0	23	9.1	9.5
RNC Liquid Assets Fund, Inc.	109.8	17	9.0	9.4
Reich & Tang/Daily Income Fund	484.2	44	9.1	9.5
Reich & Tang/Short Term Income	746.3	47	9.1	9.5
Renaissance Assets Trust/M.M.F.	319.9	41	9.2	9.6
Reserve Fund/Gov't Port.	652.0	5	8.8	9.2
Reserve Fund/Primary Port.	1,726.1	16	9.0	9.4
SAFECO M.M.M.F.	191.3	31	9.3	9.7
Scudder Cash Investment Trust	1,538.6	38	9.1	9.5
Scudder Government M.F.	166.7	37	8.6	9.0
Scudder Instit. Gov't	187.4	10	9.5	10.0
Scudder Managed Cash Fund	276.3	19	9.1	9.6
Scudder Managed Gov't Fund	107.2	8	9.0	9.4
Seagate Prime Obligations Fund	122.9	24	9.0	9.4
Seagate Treasury Oblig. Fund	167.6	34	9.0	9.4
Selected Daily Income Fund	413.0	36	9.3	9.8
Seligman C.M. Fund Prime	316.8	34	9.0	9.4
Shearson Lehman Hutton Daily Div.	13,717.2	61	9.3	9.8
Shearson Lehman Hutton Gov't & Ag.	2,804.5	57	8.9	9.3
Shearson Money Market Port.	852.8	50	9.0	9.4
Shearson/Provident: FedFund	1,610.5	16	9.5	10.0
Shearson/Provident: T-Fund	1,417.7	24	9.4	9.8
Shearson/Provident: TempCash	974.0	30	9.8	10.2
Shearson/Provident: TempFund	5,576.3	42	9.5	9.9
Short Term Income/U.S. Gov't	185.1	50	8.4	8.8
Standby Reserve Fund, Inc.	409.7	36	9.1	9.5
SteinRoe Cash Reserves	967.1	32	9.1	9.5
Strong Money Market Fund	671.9	51	9.4	9.9
Summit Cash Reserves	639.3	39	9.4	9.8
T. Rowe Price Prime Reserve	4,258.9	23	9.1	9.5
T. Rowe Price U.S. Treas. M.F.	292.4	34	8.6	9.0
Tecumseh Prime Obligations Fund	361.4	41	9.2	9.6
Tecumseh U.S. Gov't Obligs. Fund	100.7	28	8.8	9.2
Templeton Money Fund	133.1	12	9.0	9.4
The Galaxy Funds Gov't Fund	308.6	14	9.2	9.6
The Galaxy Funds M.M.F.	320.8	35	9.3	9.7
The Rodney Square Fund-M.M.	668.1	31	9.3	9.8
The Rodney Square Fund-U.S. Gov't	231.9	19	9.2	9.7
Thomson McKinnon Nat'l M.M.F.	2,550.6	30	9.2	9.6
Thoroughbred Prime Oblig. Port.	363.5	21	9.1	9.5
Transamerica Cash Reserve	443.3	34	9.5	10.0
Trinity Liquid Assets Trust	531.8	34	9.3	9.7
Twentieth Century Cash Reserve	577.3	41	8.8	9.2
U.S. Treasury Secs. Fund	145.8	51	8.5	8.9
UMB Money Market Fund Federal	154.3	31	9.1	9.5
UMB Money Market Fund Prime	122.0	32	9.2	9.6
USAA Money Market Fund	847.6	29	9.2	9.6
UST Master Gov't M.F.	176.1	44	9.1	9.5
UST Master Money Fund	368.7	16	9.3	9.7
United Cash Management	434.5	44	9.0	9.4
Value Line Cash Fund	604.2	24	9.3	9.7
Vanguard M.M.R. Federal	1,326.8	32	9.4	9.9
Vanguard M.M.R. Prime	9,486.3	34	9.6	10.1
Vanguard U.S. Treasury	256.7	39	9.0	9.4
Vantage Cash M.M.F.	938.1	28	9.2	9.6
Vantage Gov't M.M.F.	121.3	25	8.7	9.1
Vista U.S. Gov't M.M.F.	331.8	21	8.8	9.2
Washington Money Trust	121.0	29	9.2	9.6
Wayne Hummer M.F. Trust M.M.	146.4	23	8.9	9.3
William Blair Ready Reserves, Inc.	257.7	61	9.1	9.5
Woodward Gov't Fund	149.8	18	9.2	9.6
Woodward M.M.F.	403.1	38	9.4	9.8
Working Assets Money Fund	165.5	31	8.6	9.0
Donoghue's Money Fund Averages (tm) (Averages for all 374 taxable funds)		38	9.08	9.5
30-day average yield 9.12				

B of A

Continued from Page 1
will be negotiated individually and that some are expected to be made at below-market rates. The bank also said it will consider reducing fees in some cases.

Eligible projects will include multifamily facilities, mobile homes and single-family homes. The bank said a significant amount of the money will go to projects for individuals and families with incomes at 50% or less of their area's median income.

A bank spokesman said most of the money is expected to go to nonprofit developers, although he said other builders will not be excluded. He said the bank has no estimate of how many units will be financed with the $50 million because the mix of projects has not been determined.

Donald A. Mullane, a B of A executive vice president, said the program marks the first time the bank has announced a specific target amount for direct lending to affordable-housing projects. He said loans will start at $250,000 but that the bank will aim for larger projects because they produce more units of affordable housing.

Alan Baldwin, director of the Orange County Community Housing Corp., a nonprofit developer, was unimpressed by the B of A announcement.

"The interest rate is the key," he said. "I don't know of a nonprofit in the state that can't get conventional market-rate financing.

"But it is below-market rates and reduced fees that make the homes affordable. They are not really doing anything if they are not loaning that money at below the market."

Baldwin's organization builds rental units and is developing a 28-unit project in Garden Grove.

But Sylvia Martinez of the California Reinvestment Committee praised the bank's decision and said it sets a standard for the financial community. "What is notable about this commitment is that the Bank of America views itself in partnership with the community," she said. "It has been very difficult to get conventional financing for affordable housing."

The Greenlining Coalition, which represents 18 minority, consumer and civil rights groups, said it is not satisfied with the scope of the B of A plan.

In a letter to bank executives Wednesday, the organization called on the state's biggest bank to allocate more money for affordable-housing loans and to take steps to loan more money to inner-city minorities, to promote women and members of minorities, and to expand charitable donations to the poor and minorities.

The demands from the coalition, which has been talking with B of A executives for several months, parallel an agreement reached last year with Union Bank to expand lending programs for low-income families and to promote more minority workers and women. The Union Bank agreement came at a time when the bank was being acquired by California First Bank.

B of A's commitment of at least $50 million a year is in addition to $22 million the bank has pledged to a $100-million fund for affordable housing created last year by a consortium of California banks called the California Reinvestment Corp.

COMPUTER FILE

Continued from Page 3
waiting for better programs to take advantage of them.

By better, I mean more efficient, easier to use and more powerful software.

That means limiting on-screen graphics for the most part, because graphics really soak up processing speed, memory and hard disk space.

It is probably too much to hope that the emergence of operational consistency among DOS programs—the greatest advantage Macintosh offers—but easy-to-use software is available. A couple of programs that illustrate my point are SuperCalc 5, a powerful new spreadsheet from Computer Associates, and Advanced Revelation from Revelation Technologies, which is an impressive database package. Both are notable because they are easy to use and run easily within the 640-kilobyte constraint of DOS, without suffering limits on performance or features.

I hope that software developers won't abandon the DOS world to write exclusively for OS/2 or the Macintosh. There is a lot yet to do and more money to be made in that old-fashioned world where most personal computer users live and work.

OPEC: Some May Ignore Quotas

Continued from Page 2
he and Mana Said Oteiba of the United Arab Emirates would probably voice reservations about the agreement, which market analysts would take as a signal that they will probably go on producing above their assigned quotas.

The cartel recently has been producing some 21 million barrels daily as member countries have exceeded their quotas.

The Paris-based International Energy Agency, the West's energy watchdog, said it expected demand for OPEC oil to reach almost 21 million barrels a day in the second half of the year, enough to accommodate some OPEC quota "leakage," provided that heavyweights like Saudi Arabia do not join in.

According to conference sources, Kuwait's Sheikh Ali inscribed his reservations about the quota accord in a footnote to the signed version of OPEC's communique.

Among analysts, John Lichtblau, president of the Petroleum Research Foundation, said in the United States of the OPEC deal: "It's not very positive news because it's not clear what Kuwait's position will be."

L.A. Grain for Wednesday, June 7, 1989

10-day shipment

By Rail

Unit	Commodity	Carrier		
1	Barley, #2, 46#, Dock over 1% ded.	WP/UP	595-610	CWT
3	Yellow Corn, #2, Max. 15½% Moisture	ATD	647-653	CWT
1	Yellow Corn, #2, Max. 15½% Moisture	SP	604-608	CWT
1	Yellow Corn Hominy	UP	133-138	Ton
3	Yellow Sorghum, #2, Max. 14% Moist.	ATD	594-600	CWT
1	Yellow Sorghum, #2, Max. 14% Moist.	SP	NA	CWT
1	Soybean Meal, 47% protein	SF	271-275	Ton

By Truck

Almond Hulls	97-100	Ton
Bulk Barley, #2, 46#, Dock over 1% ded. (51/l)	NA	CWT
Beet Pulp, Shredded	139-141	Ton
Cottonseed Hulls	85-90	Ton
Cottonseed Meal, 41% protein solvent	200-205	Ton
Whole Cottonseed, 20 ppb aflatoxin or less	168-172	Ton
Oats, #2, 38#	845-855	CWT
Wheat, for feed, Central CA origin	NA	CWT
Wheat, for feed, Colorado origin	NA	CWT
Wheat, for feed, Spot L.A. origin	725-750	CWT
Wheat, for feed, Texas origin	NA	CWT
Wheat, for feed, Utah origin	NA	CWT
Wheat Millrun FOB L.A.	112-114	Ton

Earnings

FLUOR CORP
2nd Qtr. Apr. 30:

	1989	1988
Rev.	$1,633,200k	$1,148,500k
Net	23,900,000	10,300,000
Per share	.30	.13
6 mos. share	.57	.24

GENERAL CINEMA
2nd Qtr. Apr. 30:

	1989	1988
Rev.	$536,857,000	$457,458,000
Net	a-893,871,000	b-35,929,000
Per share	12.10	.49
6 mos. share	12.71	.87

a-Includes income from discontinued operations of $3.8 million and gain on disposal of discontinued operations of $855 million.
b-Includes income from discontinued operations of $14.8 million and gain on disposal of discontinued operations of $4.8 million.

SUPER FOOD SERVICES
3rd Qtr. May 6:

	1989	1988
Rev.	$391,426,640	$362,080,019
Net	2,234,382	2,936,122
Per share	.45	.41
9 mos. share	1.40	1.27

743-5291

From:
Marathon, Florida
Tuesday, 10:35 A.M.
April 17, 1990

Dear Friend,

As you can see, I have attached a nice, crisp dollar bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I wanted to make sure this letter would catch your attention.

2. And secondly, since what I am writing about concerns ways you can make a lot of money, I thought using a dollar bill as an "eye-catcher" was especially appropriate.

Here's what it's all about: A few days ago you answered my ad in the **Wall Street** Journal. I'm sure you remember. The headline of the ad was...

Hot New Reports From
Top Ad Expert Reveal
6 Amazing Secrets!

The ad then invited you to call for more info on the following:

1. How to get the exact name and address of every man, woman, and child who is ever likely to become one of your customers!

2. How to mail up to 100,000 sales letters per week at no cost whatsoever...not even postage!

3. How to get yourself or your product featured on cable TV... without spending a penny!

4. How to get as much money as you need to expand your business...and get it without borrowing!

5. How to get movie and TV stars to help you sell your products and services...and get them at dirt-cheap prices!

6. How to use cheap little classified ads to generate an enormous daily cash-flow!

OK, that's why I'm writing. I have assembled an information package that contains all of the above information plus ten more incredible secrets that can help you hype the gross of your business almost beyond belief. I'm not kidding. If you are interested in

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creating a huge (and immediate) cash-flow for yourself or your business, this is going to be the most exciting message you will ever read.

Here is why: My name is Gary Halbert and some time ago I was dead broke. My business was almost bankrupt and I couldn't even pay the rent. Actually, I wasn't just broke, I was desperate. Then, one day, I came up with a "crazy idea" about how to write a certain kind of sales letter that would get people to send me money.

I was living in Ohio at the time and my friends laughed at my idea. They thought it was a big joke. They said I was a dreamer and that I had no "common sense." In fact, one guy said I was a nerd and that my idea was so silly he felt sorry for me.

Oh yeah? Well, I didn't care. I still thought it was a good idea and I typed up a few of my letters and I started mailing them out. And guess what? People did start sending me money. And I used that money to mail more letters which brought in more money. And I used that to mail even more letters, which brought in even more money...

And so on.

What's the bottom-line? Simply this: Before I was finished, that one simple letter pulled in...

More than 7,300,000 replies!

Think about it: More than seven million people wrote back to me and every one of those people sent a check (made out to my wife) or else cash I could put in my pocket. And what was I selling? Actually, it doesn't matter. You see, the magic was not in the product, it was in the letter!

Do you have something to sell? If so, you can use that same "crazy idea" I used in my letter to create a letter of your own and sell almost anything you've got.

WHO NEEDS THIS SECRET?

* Are you a salesman who needs more leads?

* Are you a housewife about to get a divorce who needs a simple way to make a lot of money?

* Do you have a furniture store, restaurant, a car dealership, a hot dog stand or some other kind of establishment, you'd like to see swamped with customers?

* Are you a manufacturer who would like to sell so many of your widgets you'll have to run extra shifts to meet the demand?

* Are you a marketing consultant who likes to keep up with new ideas and techniques so you can better serve your clients?

* Are you an M.D., a dentist, a chiropractor, an optometrist, a therapist, or any other kind of health care professional who would like to see your waiting room bursting with new patients?

* Do you have a house you'd like to sell? A thousand houses? A car?

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A boat?

Do you have <u>anything</u> you'd like to sell? Consulting services? Products? <u>Yourself?</u>

If you answered "yes" to any of the above questions, you should try my "crazy letter idea." You can find out all about it in my new information package called...

How To Make Maximum Money
In Minimum Time!

Listen: Many years ago, I thought I wanted to be a salesman. I got myself a job selling encyclopedias door-to-door and I kept at it until I was darn good. But there was a problem. You see, I could only knock on about 40 doors each evening. And therefore, no matter how hard I worked, there was a definite ceiling on my earning capacity.

And besides that, selling door-to-door is a <u>hard</u> way to make a living.

So, I kept searching and searching until I came up with my "crazy letter" idea: which is the first experience I ever had with what I call RCS or "remote control selling." RCS uses the secrets of something else I developed called "Killer Advertising" to almost <u>force</u> people to buy whatever you are selling. And, what RCS lets you do is, sell <u>almost anything</u> without ever meeting your customers in person...

<u>or even talking to them on the phone!</u>

These "remote control" selling secrets of "Killer Advertising" can be used by anyone. Even a housewife, a student or someone who is unemployed. And, if you have a business, (or you want to have a business), these secrets can generate so much cash-flow you will actually have a hard time getting all the money to the bank. I'm not kidding. My "crazy letter idea," for example, brought in...

MORE THAN 20,000 CHECKS
PER DAY!

By the way, getting that many checks every day means you have to hire 30 full time employees just to make your bank deposit. But anyway, my "crazy letter idea" isn't the only thing you will learn when you get my information package. No, <u>that's just one section!</u> Here is what you will learn in other sections:

SECTION #2

HOW TO GET A PRODUCT TO SELL
IF YOU DON'T HAVE ONE ALREADY
<u>AND HOW TO GET IT FOR NOTHING!</u>

Many people believe they have to pay a small fortune to "tie up" a product. That is not true. There are thousands of products you can get an "exclusive" on <u>without spending a dime!</u>

Not only that, there is one certain kind of product that I call the "perfect product" that you can sell in big numbers and not ever pay anybody else one red cent. This product only costs a few pennies to "manufacture" and you can do all the necessary "work" right in your own home.

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So, if you want to make some serious money, don't worry if you don't already have a product or service. This section will tell you how to get a great product even if you are dead broke like I was!

SECTION #3

HOW TO GET AS MUCH MONEY AS YOU NEED TO "ROLL OUT" YOUR PROJECT... AND GET IT WITHOUT BORROWING!

Do you have a good idea? Can you prove it? If so, there's a very good chance I can get you all the money you need without you ever having to pay it back...or even having to pay interest!

You see, because of my connections, I have a network of people who call me all the time to see if I know about any good ideas in which they can invest money. These people who call me have millions to invest and they trust my judgement. And, as soon as you have read this section, you'll know how to prove your idea is good and how you can tap into my network of investors to get all the money you need.

SECTION #4

HOW TO GET MOVIE AND TV STARS TO HELP YOU SELL YOUR PRODUCTS AND SERVICES!

You're not going to believe your eyes when you read this section! Why? The answer is simple: You see, this part of my package reveals a very "private secret method" of getting in touch with any movie or TV star. You'll learn where to get their private phone numbers and how to approach them about helping you sell or promote your goods and services.

By the way, you'll also learn how to get them at bargain basement prices so you don't have to spend an arm and a leg!

SECTION #5

AN AMAZING SECRET THAT CAN MAKE YOUR NEWSPAPER ADVERTISING 700% MORE PROFITABLE!

I have probably created more newspaper ads than anyone else you've ever met. In fact, someone once calculated that, if all my ads were being run by one company, (instead of separate clients) that that company would be the third largest newspaper advertiser in the world.

Just behind Delta Airlines, they said.

Could that be true? I honestly don't know, but I do know I have created an enormous number of profitable newspaper ads. And, I've learned some secrets. Powerful secrets! So, in this section you learn not only how to buy newspaper advertising at the lowest possible price, you also learn how to make all your ads pay off with the most possible profit!

SECTION #6

HOW TO GET THE EXACT NAME AND ADDRESS OF EVERY MAN, WOMAN AND CHILD WHO IS EVER LIKELY TO BECOME ONE OF YOUR CUSTOMERS!

(go to Page 5)

Every single one of your potential customers is out there just waiting to hear from you. But you can't sell them if you can't find them. But don't worry. This valuable section will tell you exactly, step-by-step, how to get the name and address of every single potential customer for your goods or services.

Not only that, I'm going to reveal how you can identify "dead wood" names (they're on every mailing list) so you don't waste your time and your money mailing to people who will never respond.

By the way, as a neat little bonus, this section will also reveal, if you are interested, how you can get the name and home address of almost every person in America who has the same last name you do.

SECTION #7

WHAT TO WRITE ON A SIMPLE POSTCARD MAILING THAT WILL MAKE PEOPLE FLOOD INTO YOUR BUSINESS!

Advertising does not have to be expensive. No. Believe it or not, you can sell more goods and services with a simple postcard mailing than other people are able to sell with full-page, full-color magazine ads...or even national TV commercials! But you've got to know exactly how to do it. You know, it took me 15 years to discover this neat little trick. But now, simply by going through this section, you can learn how to use this dirt-cheap little money maker in just 15 minutes!

SECTION #8

CAN IT AND CLONE IT!

You may find this to be the most interesting information in this entire package. That's because this section will teach you how to create a great advertisement or sales letter - even if you are a lousy writer!

Let's face it: Not everybody is good at putting their ideas down on paper. However, now at last, when you learn my "secret method" you'll know how to make all your ads and letters look like they were written by a "pro".

Believe me, this will work for you even if you can hardly write your name. As long as you can talk, I can show you how to create an absolutely fantastic "sales pitch-in-print!"

SECTION #9

HOW TO MAIL UP TO 100,000 LETTERS PER WEEK AT NO COST WHATSOEVER!
(not even postage)

How would you like to mail 100,000 sales letters every week and have other people gladly pay every penny of your costs? I'm talking about postage, printing, envelopes and everything! Actually, it's rather easy (when you know how). Believe me, this idea alone is worth more than 100 times the entire cost of my material!

SECTION #10

HOW TO USE 976 NUMBERS TO GET PEOPLE TO PAY TO HEAR YOUR SALES PITCH!

You've heard about those "976" numbers, haven't you? They're the ones you call to listen to a recorded message and then you get $2.00 or so charged to your phone bill.

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Listen: Most of those "976" numbers are used by slimebags who offer sexually explicit messages. However, there is another way (a respectable way!) to use "976" numbers to provide a valuable public service and, at the same time, get people to pay to hear a message from you that makes them want to buy your goods or services.

Don't miss this section; it's a real eye-opener!

SECTION #11

HOW TO MAKE YOUR AD IN THE YELLOW PAGES PULL 400% MORE BUSINESS THAN IT DOES NOW AT NO EXTRA CHARGE!

You won't learn this sure-fire technique from any ad agency in town. It's simple, it's easy and this little secret will work for you no matter what you are selling. It'll only take you about 10 minutes to make the necessary changes and your profits will immediately increase dramatically all year long.

SECTION #12

HOW TO USE CHEAP LITTLE CLASSIFIEDS TO MAKE MORE MONEY PER DAY THAN YOU COULD EVER HOPE TO SPEND!

Classified ads are dirt-cheap. But don't overlook them because they can make you rich - and fast! I know three people and each of them (one in California, one in Louisiana, one in Ohio) makes more than $10,000 per day from these tiny little powerhouse ads. Sometimes the ads cost less than fifty cents (.50) and yet, you can use them to generate huge wads of money.

But you've got to know exactly how to do it. But don't worry, you'll learn the real secrets of how-to-do-it when you read this section.

SECTION #13

HOW TO USE RCS TO FIND YOUR DREAM LOVER

This section is not about money and it will not be of interest to everyone. If you are happily married, you may want to skip this part of the package.

On the other hand, if you are looking for someone of the opposite sex who is just right for you reading this information will be like a dream come true. You see, I have developed a way (a dignified way) to meet members of the opposite sex that works so well my "secret technique" was discussed on one of the biggest (and best) radio shows in Los Angeles six different times. In fact, as soon as I used this idea, I received letters and pictures from women all over California and from as far away as London, England and the Virgin Islands.

Like I said, if you are completely happy with someone already, you can skip this information. But if you are not happy in this area, this may be of great interest to you.

SECTION #14

HOW TO GET YOURSELF OR YOUR PRODUCT FEATURED ON CABLE TV AT NO COST WHATSOEVER!

(go to Page 7)

In the last few years, I have been responsible for at least nine different cable TV shows and I have learned some amazing secrets about this medium. Listen: If you are truly an expert in your line of work and/or if you have a first class product or service, there is a very real chance you can get millions of dollars worth of cable TV time at virtually no cost to you whatsoever. This section will explain everything. Please go through it the same day you get my package.

SECTION #15 THE DARK SIDE OF SUCCESS!

When you examine my package you truly are going to learn the real secrets of making a lot of money and making it fast! However, making a lot of money can be a "mixed blessing" if you aren't careful. In fact, if you don't know what to watch out for, you could end up having trouble with the government, with lawyers, with jealous people who want to sue you and so on!

I know; I've already had all these problems and they were sometimes very unpleasant. However, when you read this vital section you'll learn my step-by-step method for avoiding this kind of nonsense.

Please don't skip this section! It's not enough to learn how to make money, you've also got to learn how to keep it!

SECTION #16 HOW TO GET THE MOST VALUABLE
FREE GIFT
IN ALL THE WORLD!

This section contains a surprise offer of a free gift I'd like to send you. And, in my opinion, it is probably the most valuable gift anyone will ever send you. (By the way, I was once paid $2,500.00 for one of these.)

Anyway, after you've studied my material, you're going to want this item and, I think you're going to be overjoyed that I'm willing to send it to you and, send it free.

Well, that's it. You've just read a complete description of the cash generating secrets you will learn when you receive my material. This info has been used to generate tens of millions of dollars by several hundred people who have consulted with me in person or else paid $6,250 to attend one of my seminars. However, you can now receive all of this incredible information for only $295.00.

Is that a lot of money? Well it is if you think of my material as nothing more than paper and ink and plastic. My package contains two sets of cassette tapes (there are six tapes in one binder and 12 in the other) and six written reports that are attractively printed and bound. And, I'll tell you this...

**UNLESS YOU ARE BRAIN DEAD
OR LAZY BEYOND BELIEF
THIS INFO WILL MAKE YOUR
CASH FLOW EXPLODE!**

I'll tell you a curious story. I had a lot of trouble getting the Wall Street Journal to accept my ad. They took the position that the claims I was making - like "How To Mail Up To 100,000 Letters Per Week At No Cost Whatsoever...Not Even Postage" just couldn't be true. So, what I did is, I sent the Wall Street Journal the same package I am offering you and, it was only after they realized (with considerable

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astonishment) that what I was saying was true did they let me run my ad.

Listen, my friend, you have a watershed decision in front of you right now. You can either ignore this letter and continue your current course or, you can order my material and...

EXAMINE IT FOR A FULL
YEAR ON A 100%
NO RISK BASIS!

That's right, my material comes with an entire year money-back guarantee and it is easy to order. All you have to do is write your name and address and the words "MAXIMUM MONEY INFO PACKAGE" on a piece of paper and send it with your payment of $295.00 plus $7.75 for first-class postage and handling (total $302.75) to:

Gary C. Halbert
First Professional Centre
5701 Overseas Highway, Suite 4
Marathon, Florida 33050

NOTE: Are you in a hurry? If so, for even faster service, you can also order by phone. Just call my office and you can use your Visa, MasterCard or American Express. Our phone lines are open from 9 AM to 5 PM (East Coast Time) and our number is:

(800) 327-0028

Anyway, no matter how you order, I'll send all my material to you promptly by return mail as soon as I hear from you. Also, checks and money orders should be made payable to me "Gary C. Halbert" and Florida residents must add 7% sales tax ($20.65) for a total payment of $323.40. Thank you.

Sincerely,

Gary Halbert

Gary C. Halbert

P.S. My material is everything I say it is and I am a real person alive and well living right here in Marathon in the heart of the Florida Keys. I spend a lot of time fishing and diving (I own the original Sea Hunt dive boat from the TV series starring Lloyd Bridges) but, unfortunately, most of the time, you can still reach me personally by calling my office.

Oh well, nobody's life is perfect.

P.P.S. The enclosed "pink sheet" has a few of the comments others have made about my material. If some of the names sound familiar to you, that's cause many of these men are the most visible and most successful people in their respective fields.