



**John Carlton
Grills Advertising Legend
Joe Sugarman
On Classic Salesmanship
(Shocking Swipe File Included!)**

Joseph Sugarman

TRIGGERS

*30 Sales Tools
You Can Use to Control
the Mind of Your Prospect
to Motivate, Influence
and Persuade.*

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It's reassuring to know the Mercedes-Benz 240D can take you farther on a tank of fuel than any other car sold in America

On the one hand, it is pure Mercedes-Benz – with all the quality and integrity the name implies. On the other, the 240 Diesel costs \$5,000 less than any other Mercedes-Benz – and can take you 633 miles on a single fill-up. Read how the 240D can gratify both your pocket-book and your love of fine cars.

Relentless efficiency is the Mercedes-Benz 240D's mission in life. From its stouthearted Diesel engine to its four-speed manual transmission to its wind-cheating, aerodynamically "clean" body shape, it is an enemy of waste in all its forms.

But what sets the 240D apart is the fact that these efficiencies are rendered by a solid, 1½-ton automobile that doesn't look or feel like any "economy" car you have ever known.

No corners cut

Certain costlier Mercedes-Benz sedans sit on a 110-inch wheelbase and share a body shell notable for the spaciousness of its interior and its trunk. That same wheelbase, that same body form the basis of the 240D.

It is full-blooded Mercedes-Benz in its technical advances too. The fully independent suspension, four-wheel disc brakes and superb power steering system fitted to those costlier sedans are also fitted to the 240D. As are power brakes, a central vacuum locking system, even a quartz-crystal chronometer. And every painstaking step of workmanship and finish that those other models undergo, the 240D undergoes.

What's in a bread box?

Consider the mechanical heart of the 240D. It is a four-cylinder Diesel engine whose 146.4 cubic inches of displacement would barely fill the average bread box. But what feats the engineers make it perform:

- It is strong enough to propel this substantial automobile along hour after hour at American highway

speeds, yet so finely balanced that you cruise along at 55 mph without a hint of Diesel vibration or "knock."

- It can be driven for thousands upon thousands of miles without needing a conventional tune-up. Most engine parts that would need to be tuned up aren't there: no carburetor, no spark plugs, no distributor, no points.

- It runs on Diesel fuel, still America's cheapest automobile energy source. And despite its 1½ tons, it delivers an estimated *thirty miles per gallon*. This is the EPA estimate for a 240D equipped with a 4-speed manual transmission. *Remember: Compare this estimate to the "estimated mpg" of other cars.* You may get different mileage, depending on how fast you drive, weather conditions, and trip length.

This mileage and a 21.1-gallon tank create a driving range so vast that it is possible to go from New York to Washington, sightsee, then turn around and go back to New York again – all on a single fill-up.

Efficiency is standard

The 240D's four-speed manual shift and its lack of power accessories both reduce initial cost and increase running efficiency. But if this seems a touch too austere – if you choose the comforts of air conditioning and electric windows and automatic transmission over the economies created by their absence – you can order them as extra-cost options. You will still be driving a frugal-hearted car.

120 safety features

In your 240D, the doors are a safety feature. The steering column and wheel are safety features. The glove-box door lock is a safety feature. Even the profile of the taillight lenses is a safety feature – designed to help swirl slush or mud away in the airstream as the car moves along,

keeping your brake lights visible to following traffic.

Satisfying sensations

The 240D is a richly satisfying car to drive because it is intelligently engineered down to the fine points.

One fine point is zero-offset steering geometry. Simply put, it helps the car maintain a straight line even as you thunder over potholes. Another is the shock absorber fitted into the steering mechanism, to blot up thumps that might otherwise jar your hands on the wheel.

Unrivaled resale value

There are some things that the 240D *cannot* do. For instance, it cannot depreciate drastically in value overnight.

The happy fact is that, over the past five years, Mercedes-Benz 240D Sedans have been shown to retain over *80 percent* of their original value.

A Diesel down to its soul

Finally, the 240D comes from the company that has spent more years building Diesel automobiles and has built more of them (two million and climbing) than any other company in the world.

Mercedes-Benz sees significant differences between a Diesel car and a car with a Diesel engine. The 240D is designed as a Diesel to the core, its every major component matched to the unique demands of Diesel operation.

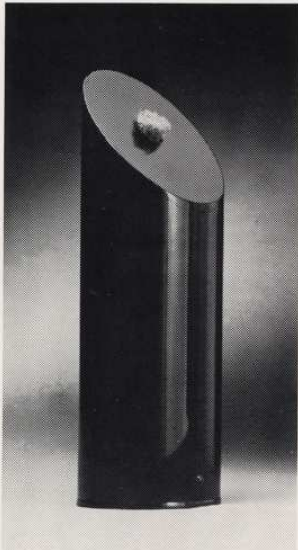
In sum, the 240D is for people who are seriously concerned with driving efficiency. And Mercedes-Benz has been seriously concerned with building Diesel cars, not for four years or so but four decades or so.



The 240D can take you 633 miles on a single fill-up.

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NEW INVENTION



The new Energaire ionized oxygen generator will make a handsome addition to any desk.

Miracle Fuzz

A new space-age invention and the same effect as lightning combine to create the world's first home oxygen regeneration system.

Our polluted cities often deprive us of enough oxygen to make us feel healthy and alert. The Energaire solves this problem by providing a personal environment—an area that surrounds your body and work location with fresh ionized oxygen.

NEW SCIENCE

The oxygen ion generator is a relatively new product, yet its use in the home may make it more important than any filter system.

The Energaire is a new breakthrough. Ionized oxygen generators have been under development since the early 60's. The Energaire, using the latest in solid-state electronics, is the first cost-efficient system that produces several times the ion production of other commercial units that cost considerably more than the Energaire.

USED IN HOSPITALS

Ionized oxygen creates a germ-free environment—proven through research at several universities. Many hospitals are now converting their operating rooms and burn centers to ionized oxygen systems. Ionized oxygen also eliminates allergy-causing irritants making it ideal for homes as well as hospitals.



The heart of the Energaire is this small yet powerful component that replaces the much larger and heavier power supplies previously required by more expensive systems.

TRY THIS DRAMATIC TEST

To show the dramatic effect of ionized oxygen, take the ion generator, blow cigarette smoke into a clear bowl, and hold the bowl inverted over the system. The smoke will vanish. The charged oxygen particles appear to dissolve the smoke particles, precipitating them from the air.

In a room, Energaire surrounds you with these oxygen ions and cleans and purifies the air so even in a smoke-filled room, you will be breathing clean, country-fresh air all day long.

Ionized oxygen should not be confused with ozone. Ozone has a molecular formula of O_3 , whereas the molecular formula for ionized oxygen is O_2 with a negatively charged ion.

DRAMATIC LIFE CHANGES

Working in an ionized oxygen environment, you think clearer, are more alert, and your brain functions better. In actual brain wave tests, there was an increase in alpha waves

when ionized oxygen was used, indicating greater alertness, deeper relaxation, less stress, and more creative brain functioning.

The Energaire is actually a miniature lightning machine. The minute you plug it in, energy is converted into ionized oxygen. This efficient system uses one watt of power or less than a penny per week to operate, so you leave it on continuously.

We are so impressed with the pleasant effect of Energaire that we urge you to personally test it yourself in your home or office.

Order one at no obligation. Put it by your desk, or in any room where you spend a great deal of time. See if it doesn't make you feel better or make you more productive. See how it rids your room of allergy-causing particles and freshens the air.

SLEEP EASIER

At home, use the Energaire to reduce odor-causing bacteria. Use it by your bed and see how fresh, country-like air makes you sleep easier, deeper, and more relaxed.

You should notice the difference within one day—especially in a work environment. But use it for a full month. Then, if you do not feel better and totally convinced of the positive effects of ionized oxygen, return your unit for a prompt and courteous refund.

The Energaire is manufactured by the Ion Foundation, one of America's leading ion research laboratories.

Service should never be required, but if it is, there's a prompt service-by-mail center as close as your mailbox—further assurance that your modest investment is well protected. The Energaire measures 9" high by 3" in diameter and weighs 24 ounces.

To order your Energaire ionized oxygen generator, send \$69.95 plus \$3.00 for postage and handling (Illinois residents, please add 5% sales tax) to the address shown below or credit card buyers may call our toll-free number below. We will send you your Energaire ion generator complete with 90-day limited warranty on the electronics, a five-year limited warranty on the fuzz, and full instructions.

Let space-age technology revitalize your life with the world's first home ionized oxygen generator. Order one at no obligation, today.

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SALES GROUP

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August, 1978



Magic Baloney

You'll love the way we hated the Magic Stat thermostat until an amazing thing happened.

It had no digital readout, an ugly case and a stupid name. It almost made us sick.

You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck." We took one look at the plastic case and said "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off.

REAL LOSER

So there it was—at first blush a real loser. But wait, we did find one good feature—a feature that led us to a discovery. The Magic Stat installs in a few minutes and no serviceman is required. Thermostat wires in your wall follow standard color codes. So when you install Magic Stat, you attach the red wire to the red location and the white to the white. That's playschool stuff. And it's safe. Conventional thermostats installed over the past 20 years are generally only 24 volts, so you can either turn off the power or work with the "live" wires without fear.

OK, LET'S TEST IT

The Magic Stat installation was so easy that the least we could do was test it. And that's when we made an incredible discovery. We discovered that the Magic Stat was probably the most consumer-oriented, technologically-advanced and most sophisticated thermostat ever developed on the face of this earth and in our galaxy for all times ever. What made us switch from hating the thing to loving it? Read the following.

The Magic Stat has six setback settings per day and a seven day program. That means that you could set it for 70° when you get up in the morning, drop the temperature to 54° when you go to work, raise it to 68° when you return for dinner, raise it up to 72° after dinner as you watch TV and then drop it down to 62° when you go to sleep. Count them—five settings with one to spare.

In one day the Magic Stat is programmed for the whole week and for the weeks to come. If you want a different schedule for weekends, you can individually program the thermostat for those days, too. "Big deal," you might think. "What's so great about that?" Read on.

You set most electronic setback thermo-

stats to the time you want the furnace to go on in the morning, so when you wake up, your room is once again warm. But what if one morning it's bitter cold outside and the next morning it's much warmer? This means that setting your furnace to go on at the same time may, on one morning, leave you cold and on the next morning cause you to waste energy by warming up your house too soon.

By golly, the Magic Stat has everybody beat on this one too. Throughout the night it senses and computes the drop in temperature and the time it will take to get your room to your exact wake up temperature. So if you want to wake up at 7 AM to 70 degrees—that's the temperature you'll wake up to every time. Because it's a patented concept, no other thermostat has this feature. But wait. There is also a patent on the setting feature.

SIMPLE TO SET

To set the thermostat, you press just one button. A small LED light scans the temperature scale until you reach your desired temperature and then you release the button. You change the temperature naturally, throughout the day, up to six times. The unit responds and remembers that exact living pattern. The present temperature is displayed by a glowing red LED on the scale.

The system also computes the ideal length the furnace should stay on to keep the temperature within a range of plus or minus one and one-half degrees. A battery backup lets you keep your stored program in its memory so power outages as long as eight hours won't let your unit forget. And if something happens and your power is out for a few days, the unit will automatically maintain 68 degrees when the power is restored.

Quite frankly, we were so impressed with the unit, its ease of installation and setting plus its many energy-saving features, we seriously considered advertising it until we realized that our customers would probably not want to trust their future comfort to a product called Magic Stat. What if something went wrong with the unit? How substantial was this Magic Stat outfit? Remember, a thermostat is something you live with as long as you live in your home, and they're supposed to last ages. After all, your comfort depends on it.

Well, we did our homework. We found the company to be a sound, well-financed or-

ganization. They have been in business for several years, and they back their products with a three-year limited warranty. In addition, the company has a policy of buying back your unit in one year if you haven't saved its full cost in energy savings. We were satisfied with the company, the people, the product, its incredible features, the company's commitment to the product and above all, the energy savings.

We are so impressed now with the Magic Stat that we're going to make buying one irresistible. Buy one from us for only \$79. Install it yourself in a few minutes or hire a handyman to install it.

Or order the new deluxe unit for \$99 with the exact same features as the regular model, but with a beautiful new case.

Then enjoy the savings this next winter. Not only will you save up to 30% on your heating bills, but you're eligible for the 15% energy tax credit. Then if you're not absolutely in love with this product one year later, return it to JS&A. You'll get all your money back and you can reinstall your old thermostat.

REALIZE SAVINGS

But we're counting on a few things. First, you will realize an energy savings and a comfort that will far surpass what you are currently experiencing. Secondly, you probably will sleep better breathing cooler air yet wake up to just the right temperature.

Beauty is only skin deep and a name doesn't really mean that much. But we sure wish those guys at Magic Stat would have named their unit something more impressive. Maybe something like Twinkle Temp.

To order, credit card holders call toll free and ask for product by number below or send check plus \$4 delivery for each unit ordered. Magic Stat (0040C)\$79 Deluxe Magic Stat (0041C)\$99

JS&A

One JS&A Plaza
Northbrook, Illinois 60062

CALL TOLL FREE 800 323-6400

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Vision Break-through

When I put on the pair of glasses what I saw I could not believe. Nor will you.

By Joseph Sugarman

I am about to tell you a true story. If you believe me, you will be well rewarded. If you don't believe me, I will make it worth your while to change your mind. Let me explain.

Len is a friend of mine who knows good products. One day he called excited about a pair of sunglasses he owned. "It's so incredible," he said, "when you first look through a pair, you won't believe it."

"What will I see?" I asked. "What could be so incredible?"

Len continued, "When you put on these glasses, your vision improves. Objects appear sharper, more defined. Everything takes on an enhanced 3-D effect. And it's not my imagination. I just want you to see for yourself."

COULDN'T BELIEVE EYES

When I received the sunglasses and put them on I couldn't believe my eyes. I kept taking them off and putting them on to see if indeed what I was seeing was indeed actually sharper or if my imagination was playing tricks on me. But my vision improved. It was obvious. I kept putting on my \$100 pair of sunglasses and comparing them. They didn't compare. I was very impressed. Everything appeared sharper, more defined and indeed had a greater three dimensional look to it. But what did this product do that made my vision so much better? I found out.

The sunglasses (called BluBlockers) filter out the ultraviolet and blue spectrum light waves from the sun. Blue rays have one of the shortest wavelengths in the visible spectrum (red is the longest). As a result, the color blue will focus slightly in front of the retina which is the "focusing screen" in your eye. By blocking the blue from the sunlight through a special filtration process,



They look like sunglasses.

and only letting those rays through that indeed focus clearly on the retina, objects appear to be sharper and clearer.

The second reason is even more impressive. It is harmful to have ultra-violet rays fall on our eyes. Recognized as bad for skin, UV light is worse for eyes and is believed to play a role in many of today's eye diseases.

SUNGLASS DANGER

But what really surprised me was the danger in conventional sunglasses. Our pupils close in bright light to limit the light entering the eye and open wider at night like the lens of an automatic camera. So when we put on sunglasses, although we reduce the amount of light that enters our eyes, our pupils open wider and we allow more of the harmful blue and ultraviolet light into our eyes.

DON'T BE CONFUSED

I'm often asked by people who read this, "Do those BluBlockers really work?" They really do and please give me the opportunity to prove it. I guarantee each pair of BluBlockers to perform exactly as I described.

BluBlocker sunglasses use Malenium-99% lenses with a hard anti-scratch coating. No shortcuts were taken.

The black, light-weight frame is one of the most comfortable I have ever worn and will comfortably contour to any size face. It compares with many of the \$200 pairs you can buy from France or Italy.

There is a clip-on pair that weighs

less than one ounce and fits over prescription lenses. All models include a padded carrying case and a one-year limited warranty.

I urge you to order a pair and experience your improved vision. Then take your old sunglasses and compare them to the BluBlocker sunglasses. See how much clearer and sharper objects appear with the BluBlocker pair. And see if your night vision doesn't improve as a direct result. If you don't see a dramatic difference in your vision—one so noticeable that you can tell immediately, then send them back anytime within 30 days and I will send you a prompt and courteous refund.

DRAMATIC DIFFERENCE

But from what I've personally witnessed, once you wear a pair, there will be no way you'll want to return it.

Our eyes are very important to us. Protect them and at the same time improve your vision with the most incredible breakthrough in sunglasses since they were first introduced. Order a pair or two at no obligation, today.

Credit card holders call toll free and order by product number below or send a check plus \$3 for postage and handling.

BluBlocker Sunglasses (1020CD) **\$39.95**
Clip-On Model (1028CD) **\$29.95**

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Multi-Function Computer Dialer

Gives you more
work-saving features
than any other machine...
at any price!



THE CADILLAC

Here is the ultimate work-saver for your office. This prize-winning robot will give you freedom from tedium and allow you to be more efficient at your work. This is an advanced, full capacity, solid-state, micro-computer made to stringent specifications with quality components for reliability and durability. It is warranted for a full year. Sold throughout the world - backed by the famous Lacor Communications Inc. with service facilities in California. The total capabilities of the Otron CD-8050 make it the only machine of its kind - at any price!

It is, simultaneously:

1. A Computerized phone dialer with:
 - Memory bank capable of holding 20 listings (up to 16 digits per listing)
 - LED readout to verify number being called.
 - One button dialing or redialing for all memory calls.
2. An LED 12 digit Calculator with floating decimal.
3. An LED Digital Clock with 5 alarm settings.
4. Functional with either Rotary dial, "Touch-Tone" dial, multiple line or single phones.
5. A "Touch-Tone" Converter for rotary dial phones.

FEATURES

The only auto dialer that will perform all these functions:

- Store 20 listings in its memory and automatically make these calls for you at the pressing of one button. Install or remove listings, instantly.
- Allows you to program or re-program a given listing in seconds.
- Automatically re-dial a busy number at the touch of one button.
- Give you a voice signal when you have reached your party - you don't have to touch your receiver until then.

- Allow you to make calculations while you are on the phone (with LED readout).
- Super simple operation. Can be relocated easily.
- Give you clear digital LED display of: time of day, computations, and verification of phone number being dialed.
- Power-off Memory protection - rechargeable Ni-Cad included in price.

BENEFITS

Savings of around \$600 per year - more if you place your own calls.

Makes you more efficient because you save time and the loss of concentration from the effort required to look up, dial and wait for connections with your party. Especially when you have to re-dial a "busy-signal".

Frees your hands because you don't pick up the phone until the speaker tells you you've reached your party.

Saves money lost in "wrong numbers". It is super accurate.

Converts your rotary dialer into a "Touch-Tone" phone with an automatic re-dialing capability for the last number dialed.

Prevents forgetting of important calls because the CD-8050 will remind you by pre-set alarm. Up to five alarm settings at a time. Add or alter alarm settings - instantly.

INSTALLS IN SECONDS

No tools or skills involved. Just follow the easy instructions provided and you'll have the unit working in a couple of minutes. If you have a phone without the proper connector, your phone company will install one at a nominal one-time charge. It's fully approved and safe - the telephone company will not hassle you. If any technical questions arise you can call us at (213) 531-4520. This is not a lease - you'll own this masterpiece, outright!

THIRTY DAY TRIAL

You'll probably use the CD-8050 for all your outside and internal calls. And it can be used in many ways that we cannot spell out here. It's so easy to program and re-program. It will accommodate access WATS lines and PABX systems and the speed is incredible. So, for emergency numbers (Fire Dept., Police) it's indispensable and deadly accurate.

SUPER VERSATILITY

The CD-8050 is a bargain at \$249. Send for yours today. We pay for postage/shipping and handling. You are getting a compact, versatile, state-of-the-art micro-processor worth more now, and at resale time.

SATISFACTION GUARANTEED
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CARD NO.	
EXPIRATION DATE	
SIGNATURE	
CALIF. RESIDENTS ADD 6% TAX	

HOT

A new consumer concept lets you buy stolen merchandise if you're willing to take a risk.

We developed an exciting new consumer marketing concept. It's called "stealing." That's right, stealing!

Now if that sounds bad, look at the facts. Consumers are being robbed. Inflation is stealing our purchasing power. Our dollars are shrinking in value. The poor average consumer is plundered, robbed and stepped on.

So the poor consumer tries to strike back. First, he forms consumer groups. He lobbies in Washington. He fights price increases. He looks for value.

So we developed our new concept around value. Our idea was to steal from the rich companies and give to the poor consumer, save our environment and maybe, if we're lucky, make a buck.

A MODERN DAY ROBIN HOOD

To explain our concept, let's take a typical clock radio retailing for \$39.95 at a major retailer whose name we better not mention or we'll be sued. It costs the manufacturer \$9.72 to make. The manufacturer sells the unit to the retailer for \$16.

THE UNCLE HENRY PROBLEM

Let's say that retailer sells the clock radio to your Uncle Henry. Uncle Henry brings it home, turns it on and it doesn't work. So Uncle Henry trudges back to the store to exchange his "lousy rotten" clock radio for a new one that works ("lousy" and "rotten" are Uncle Henry's words).

Now, the defective one goes right back to the manufacturer along with all the other clock radios that didn't work. And if this major retail chain sells 40,000 clock radios with a 5% defective rate, that's 2,000 "lousy rotten" clock radios.

CONSUMERS PROTECTED ALREADY

Consumers are protected against ever seeing these products again because even if the manufacturer repairs them, he can't recycle them as new units. He's got to put a label on the product clearly stating that it is repaired, not new, and if Uncle Henry had his way the label would also say that the product was "lousy" and "rotten."

It's hard enough selling a new clock radio, let alone one that is used. So the manufacturer looks for somebody willing to buy his bad product for a super fantastic price. Like \$10. But who wants a clock radio that doesn't work at any price!

ENTER CONSUMERS HERO

We approach the manufacturer and offer to steal that \$39.95 radio for \$3 per unit. Now think of it. The manufacturer has already spent \$9.72 to make it, would have to spend another \$5 in labor to fix and repackage it, and still would have to mark the unit as having been previously used. So he would be better off selling it to us for \$3, taking a small loss and getting rid of his defective merchandise.

Consumers Hero is now sitting with 2,000 "lousy rotten" clock radios in its warehouse.

Here comes the good part. We take that clock radio, test it, check it and repair it. Then we life test it, clean it up, replace anything that makes the unit look used, put a new label on it and presto—a \$39.95 clock radio and it only cost us \$3 plus maybe \$7 to repair it.

Impossible-to-trace ★ ★ Guarantee ★ ★

We guarantee that our stolen products will look like brand new merchandise without any trace of previous brand identification or ownership.

We take more care in bringing that clock radio to life than the original manufacturer took to make it. We put it through more tests, more fine tuning than any repair service could afford. We get more out of that \$10 heap of parts and labor than even the most quality-conscious manufacturer. And we did our bit for ecology by not wasting good raw materials.

NOW THE BEST PART

We offer that product to the consumer for \$20—the same product that costs us \$3 to steal and \$7 to make work. And we make \$10 clear profit. But the poor consumer is glad we made our profit because:

- 1) We provide a better product than the original version.
- 2) The better product costs one half the retail price.
- 3) We are nice people.

BUT THERE'S MORE

Because we are so proud of the merchandise we refurbish, we offer a longer warranty. Instead of 90 days (the original warranty), we offer a five year warranty.

So that's our concept. We recycle "lousy rotten" garbage into super new products with five year warranties. We steal from the rich manufacturers and give to the poor consumer. We work hard and make a glorious profit.

To make our concept work, we've organized a private membership of quality and price-conscious consumers and we send bulletins to this membership about the products available in our program.

Items range from micro-wave ovens and TV sets to clock radios, digital watches, and stereo sets. There are home appliances from toasters to electric can openers. Discounts generally range between 40 and 70 percent off the retail price. Each product has a considerably longer warranty than the original one and a two week money-back trial period. If you are not absolutely satisfied, for any reason, return your purchase within two weeks after receipt for a prompt refund.

Many items are in great abundance but when we only have a few of something, we select, at random, a very small number of members for the mailing. A good example was our \$39.95 TV set (we had 62 of them) or a \$1 AM radio (we had 1257). In short, we try to make it fair for everybody without disappointing a member and returning a check.

EASY TO JOIN

To join our small membership group, simply write your name, address and phone number on a slip of paper and enclose a check or money order for five dollars. Mail it to Consumers Hero, Three JS&A Plaza, Northbrook, Illinois 60062, %Dept. A1.

You'll receive a two year membership, regular bulletins on the products we offer and some surprises we would rather not mention in this advertisement. But what if you never buy from us and your two year membership expires. Fine. Send us just your membership card and we'll fully refund your five dollars plus send you interest on your money.

If the consumer ever had a chance to strike back, it's now. But act quickly. With all this hot merchandise there's sure to be something for you. Join our group and start saving today.

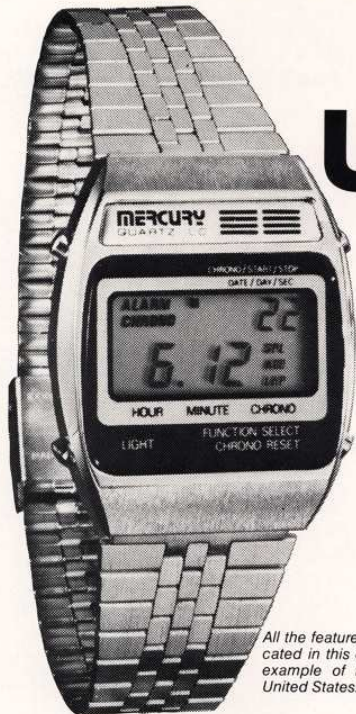
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CONSUMERS HERO®

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January, 1977

DUPLICATION TECHNOLOGY



Unfair Copy

The watch shown here is a copy of the world famous Seiko chronograph alarm. Unfair? You be the judge.

All the features of the Seiko watch are duplicated in this digital watch. It is an excellent example of the fierce competition in the United States.

It's really a shame. The watch shown above is a copy of the Seiko chronograph alarm.

Seiko is one of the world's most respected watchmakers, having literally taken over the quartz watch industry. Their quality is outstanding, and they have produced many great innovations in the digital watch industry.

The Seiko chronograph alarm sells for \$300. The watch costs jewelers \$150. And jewelers love the item, not only because of the excellent reputation of the Seiko brand, but because it's probably America's best-selling new expensive digital watch. And Seiko can't supply enough of them to their dealers.

The Mercury copy shown above looks almost exactly like the Seiko and costs dealers approximately \$50. Most dealers are selling it for \$100, and they're selling them as fast as they get them.

LABOR EXPENSIVE IN JAPAN

Unlike the Seiko watch which is made in Japan, the Mercury is manufactured under special contract in Hong Kong by a prominent American watch manufacturer. The watch uses basically the same components as the Seiko, but the differences lie mainly in the labor. Hong Kong's labor costs are far less than in Japan. An average Japanese watch assembler makes the equivalent of \$75 per day whereas the equivalent employee in Hong Kong makes only a few dollars per day.

The value of the yen has skyrocketed while the Hong Kong dollar has changed little in comparison to the U.S. dollar. So all Seiko products have become even more expensive to export.

BOTH BACKED BY SERVICE

The Seiko is backed by a national network of service centers. The Mercury is backed by a very efficient service-by-mail center. Since the latest crop of space-age digital LC watches require very little service other than battery replacement, which any jeweler can do, service has become less a concern.

Why then would anyone want to buy a copy of the Seiko? For several reasons:

Savings JS&A has obtained sufficient quantities of the Mercury to offer you the item for as low as \$69.95.

Support Mercury is a division of Leisurecraft Industries, a public company that specializes in obtaining the best digital watches and insuring their value with excellent service, support and quality.

Quality You'll be amazed at the excellent quality of the Mercury, especially compared side by side with the Seiko.

Accuracy The Mercury is guaranteed accurate to within 15 seconds per month, although much greater accuracy can be expected.

THE BEST FEATURES

The alarm chronograph has an alarm that really wakes you up. Its chronograph measures time to one hundredth of a second and has three settings: **split** which continues counting the split seconds while you freeze the time for reading, **add** if you want the total time of several periods, and **lap** which starts counting from zero when you press the button.

You have hours, minutes, seconds, day of the week, the month and date. The Mercury

Quartz LC also remembers the days in a month and automatically recycles to the correct first day of the next month.

EXAMINE THE FEATURES

Order the Mercury from JS&A on a trial basis. Compare it feature for feature with the Seiko. Compare its accuracy, its alarm, and its chronograph functions.

If after a truly side-by-side comparison, you aren't convinced that its accuracy, quality, and features make it a truly outstanding value, return it within 30 days for a prompt and courteous refund. We promise to accept the return of your watch with absolutely no questions asked and even refund the \$3.50 postage and handling.

AMERICA'S LARGEST SOURCE

JS&A is America's largest single source of space-age products—further assurance that your modest investment is well protected.

The new crop of digital watches rarely malfunction, but if service is ever required, it is reassuring to know that there is a prompt service-by-mail facility, a one year limited warranty and two substantial companies backing your modest investment.

To order your Mercury Quartz LC, send your check for **\$69.95** for the silver-tone model or **\$79.95** for the gold-tone along with \$3.50 per order for postage and handling (Illinois residents, please add 5% sales tax) to the address shown below or credit card buyers may call our toll-free number below.

Is it unfair to copy a popular expensive watch? America's growth can be traced directly to the principle of open competition. Open competition has not only been the catalyst for innovation, but it is also responsible for bringing better value to a free marketplace. Unfair? Maybe if you were Seiko it would be. But then we're all not that lucky.

Your timing is perfect. Why not order the Mercury LC at no obligation, today.

JS&A NATIONAL SALES GROUP
Dept. WJ One JS&A Plaza
Northbrook, Ill. 60062 (312) 564-9000
Call **TOLL-FREE** **800 323-6400**
In Illinois Call **(312) 498-6900**
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August, 1978

The Dirty Man's Way to Pick Up Girls

'Most Men Treat Girls Too Nice To Be Extremely Successful With Them'

I used to try hard to please girls. The gentleman who treated them with respect. The type of man all women say they want.

But I didn't become extremely successful with them until I treated them worse — a lot worse.

For example, girls claim they want a man who is faithful and reliable. A man they can depend on. A man who is trustworthy, predictable, with no vices.

Unfortunately, if they find such a man, they will find him dull. They will also say he is boring and unexciting. I know because I've been there.

Girls also claim they want a man who will give in to her wishes and demands. A man who puts her first. A man who anxiously waits to please her.

I remember when I tried to be this perfect gentleman. They thought I treated them so nice because no other girl would have me. And no girl wants a man no other girl will take.

I know what it's like to be a failure with girls. And I know what it's like to be outrageously successful with them. And I am certain that you — like me — can decide just how successful you want to be. It doesn't matter if you're presently a complete failure with girls or even if you're quite successful with them already. It's as simple as that.

So I'm going to ask you to send me something I don't need to be successful with girls: money. Twelve dollars to be precise. Why? Because there's more to life than just girls. And because if you have your money invested in something, you'll look it over, and decide if it's worth it. And I don't want you to keep it if you don't agree it's worth — at the very minimum — 10 girls more a year for you.

Is it worth \$12? No, not if you look at it as paper held together by glue. But then I'm not selling paper and glue. I'm selling information. Information you can't get in a college education. Information that will enable you to pick up and be more successful with girls than you can imagine. Information that could have saved me from countless humiliations, if I had discovered it sooner.

What if I'm so sure you'll pick up and be successful with girls my Dirty Man's Way that I'll make you this unbeatable guarantee?

Here's what I mean:
Just post date your check 31 days from today. That means I won't be able to cash your check even if I tried. It'll also give you time to examine it and try it. If it isn't everything I say it is, simply return it. Your uncashed check will be returned to you. No questions asked.

Remember, when it comes to girls, I'm already giving you the biggest bargain of your life.

Because I'm going to tell you what it took me 15 years to develop. How to pick up and be successful with girls the Dirty Man's Way.

O.K., now I'm going to brag a little. I really don't mind. But it's necessary — to



convince you that sending me twelve dollars... which I won't cash until you're satisfied... is the wisest thing you ever did.

How many times have you noticed a beautiful girl with an ugly guy and wondered how he did it? I used to wonder, too. But now I know. I now feel any guy can do the same — even if he isn't ugly.

I can easily meet 9 girls — on a first name basis — in one week. As a matter of fact, I have met 3 girls in one day, time and time again.

No, I don't do this every week. Only when I tire of my present company. I'd be a fool to settle down with one girl. Especially when there are so many beautiful girls out there that I haven't met yet.

I know exactly how to treat a girl. How many times have you noticed the harder a man tried to please a girl, the less he pleased her? I'll teach you why, and exactly how you should treat her.

I'll also show you where you can go and legally put your arms around a girl you never saw before. It is one of the best pick up places I've ever found.

I'll give you the exact pick up lines that I use. They're dirty — and probably unlike

any you've heard before. And they don't make you feel like you're begging for a date — like most pick up lines do. Once you use them, I'm sure you'll consider them the best also.

And I'll give you top-notch excuses for not having called. You'll need them when you've been too "busy" to call a girl you wanted and promised to date a month ago.

Plus a devilish way of introducing yourself and meeting women.

And there's more. A lot more. I'll show you exactly how I did it all — the Dirty Man's Way — a secret I have shared with just a few until now.

It doesn't require being "handsome." I can assure you I'm quite average.

It doesn't require "being rich." When I first became successful with girls, I was \$5000 in debt. I won't kid you. There are girls who are money hungry. But who needs girls like that?

It doesn't require "experience" with women. I'll give you mine.

Exactly what does it require? Trust. Enough to take a risk. Enough to put these laws into action. If you do that — not a hair more, not a hair less — the results will be hard to imagine. Don't forget — I guarantee it.

What I'm saying is probably contrary to what you've heard from your buddies and from girls themselves.

Your buddies are probably wrong because they told you what they heard from girls.

And girls don't know what they *really* want in a man. They're "too close to the trees to see the forest."

A wise man who knew women, especially how to handle them, once told me, "Most men treat girls too nice to be extremely successful with them."

It took a while for me to understand what he meant. Now I know just how right he was.

And I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" what I have said. Just try it and judge for yourself. In other words, if I don't prove it, all you're out is a trip to the mail box and a stamp. But what if I do?

**Jim Rascony Publishing Co.
1405 Marcelina
Suite 101 D
Torrance, California 90501**

Okay, you may be full of bull, but your guarantee has taken the gamble out. Send me the Dirty Man's Way to Pick Up Girls. But don't deposit my check for 31 days after the material is in the mail (the same applies to money order).

If I return your material — for whatever reason — within that period, return my uncashed check or money order to me. On these conditions, here's my twelve dollars.

Name _____

Address _____

City _____

State _____

Zip _____

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The Lazy Man's Way to Riches

'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 7-day weeks.

But I didn't start making big money until I did less—a *lot* less.

For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it.

After all, why should you care if I make \$9.50 profit if I can show you how to make a *lot* more?

What if I'm so sure that you *will* make money my Lazy Man's Way that I'll make you the world's most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days *after* I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at *least* a hundred times what you invested, send it back. Your *uncashed* check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect: How to make money the Lazy Man's Way.

O.K.—now I have to brag a little. I don't mind it. And it's necessary—to prove that sending me 10 dollars...which I'll keep "in escrow" until you're satisfied...is the smartest thing you ever did.

I live in a home that's worth \$100,000. I know it is, because I turned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 6 hours a day, 8 or 9 months a year.

The rest of the time we spend at

our mountain "cabin." I paid \$30,000 for it—cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the Lazy Man's Way—a secret I've shared with just a few friends 'til now.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll make as much money as I have. And you may do better: I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What *does* it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into *action*. If you do just that—nothing more, nothing less—the results *will* be hard to believe. Remember—I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again—I guarantee it.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and an 8-cent stamp. But what if I'm right?

Sworn Statement:

"I have examined this advertisement. On the basis of personal acquaintance with Mr. Joe Karbo for 18 years and my professional relationship as his accountant, I certify that every statement is true."

[Accountant's name available upon request.]

Bank Reference:

American State Bank
675 South Main Street, Orange, California 92668

Joe Karbo

17105 South Pacific, Dept. 512-H
Sunset Beach, California 90742

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. *But don't deposit my check or money order for 31 days after it's in the mail.*

If I return your material—for any reason—within that time, return my *uncashed* check or money order to me. On that basis, here's my ten dollars.

☐ Please send Air Mail. I'm enclosing an extra dollar.

Name _____

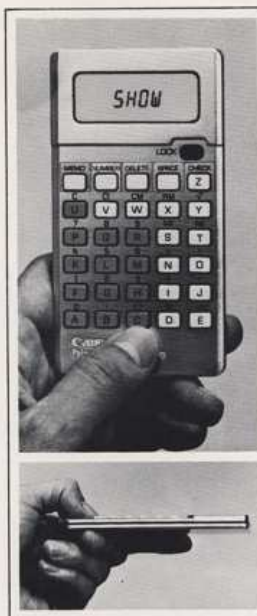
Address _____

City _____

State _____

Zip _____

1973 Joe Karbo



Pocket Yellow Pages

Let your fingers do the data entry with America's first computerized pocket telephone directory.

You're stuck. You're at a phone booth trying to find a phone number, and people are waiting. You feel the pressure.

To the startled eyes of those around you, you pull out your calculator, press a few buttons, and presto—the phone number appears on the display of your calculator. A dream? Absolutely not.

Space-age technology has produced the Canon Directory—a calculator that stores 20 of your most frequently called numbers in its memory and let's you recall them simply by entering the person's name or initials.

The keyboard has letters as well as numbers (like the touch-tone pad on a telephone), so it's easy to enter data and use. Want to call Jim? You enter J I M, and your display shows Jim's phone number. Even when you shut your unit off, it retains your complete directory in its large memory.

Ever forget to shut your calculator off when you slipped it in your pocket? No problem with the Canon Directory. The system was built like a liquid crystal digital watch. Its display can remain on constantly without draining the two long-lasting hearing aid batteries which you get with your unit. A low battery indicator also warns you well enough in advance when it's time to change batteries.

STORE IN CONFIDENCE

If you lost your little black book with all those confidential numbers, you might get in trouble. Not so with the Directory. Without knowing the specific initials or name, you can't access the numbers.

And then there's convenience. You carry your calculator with you anyway. Why not add the convenience of a telephone directory to a full-function calculator? When it comes to calculating, the Canon is no slouch either.

There's a fully-addressable memory, square root, and an add-on discount percentage system.

EASY TO OPERATE

Just enter the name and number you want stored and press a few buttons. That's all there is to it. Changing an entry is just as easy. You can also store credit card numbers, important serial numbers, birthdays, and anniversaries. For example, enter the next birthday or important date you should remember under "DATE." This date will appear each time you enter the word "DATE." By getting in the habit of doing that each week, the Canon won't let you forget. Or have you ever been stuck at a phone booth with no pen to write your messages? With the Canon, you can enter them directly into your unit—name and number.

The Canon Directory is a new breakthrough in recent calculator technology. The large-scale integrated circuit is programmable by the user—something nearly impossible just a few short months ago.

TEST IT FOR A MONTH

Order the Directory. Quickly program it with your most frequently called numbers. (You'll be amazed at how many 20 numbers seem when you sort out your personal directory.) Then use it every day. Program those important dates, your social security number, the phone numbers of your favorite restaurants, airlines, or movie theaters. Test the batteries by leaving your unit on for a week.

See how easy it makes life. Then within 30 days, decide if you want to keep it. If not, no problem. Just slip it in its handy mailer and send it back. We won't be upset, and in fact, we'll thank you for at least giving our unique product a test.

JS&A is America's largest single source of space-age products—a substantial company which has been in business for over a decade. Canon is the famous company that manufactures quality cameras, calculators, and other precision quality instruments.

If service is ever required, just slip your three-ounce unit in an envelope and mail it to Canon's national service-by-mail center. It's just that easy. Service should never be required since practically all components are on a single integrated circuit, but we wanted to assure you that a service program is an established part of Canon's program. The unit is 2¼" x 5½" and only one centimeter thick.

To order your own Canon Directory, send \$79.95 plus \$2.50 for postage and handling to the address below (Illinois residents, please add 5% sales tax), or call our toll-free number below. By return mail you will receive your unit, a handy wallet-style carrying case, and a one-year limited warranty.

This year, let the sophistication of space-age technology and your fingers do all the walking. Order your Pocket Yellow Pages at no obligation, today.

JS&A NATIONAL SALES GROUP

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Northbrook, Ill. 60062 (312) 564-9000
Call TOLL-FREE 800 323-6400
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