

How I Turned \$1000 into a Million --starting in my spare time

AN AMAZING STORY THAT MAY CHANGE YOUR LIFE



by William Nickerson

PERHAPS the hardest thing about making a million dollars—or even \$200,000—is the act of believing it to be possible. This may be the stumbling block which will keep you from seiz-

ing upon the extraordinary opportunity presented here.

Out of every thousand people who read this page, perhaps only 10 will be able to overcome their ingrained skepticism enough to send away for more information. And out of those ten, perhaps only one or two will exploit this opportunity to the hilt. But those fortunate few may enjoy the kind of financial success that millions dream of but only a few achieve.

You can pyramid personal savings of \$2,500 (\$50 a month, plus interest, for 4 years) into an estate worth \$219,972 in 14 years... \$1,187,195 in 20 years.

Your chances for success are better than 400 to 1—in fact, 1600 times better than if you went into business—according to actual U.S. government statistics.

And most, if not all, of your new wealth will be yours to keep tax-free—not even subject to capital gains tax!

I did better than that. When I was 25, my wife Lucille and I started saving part of my first modest earnings as a telephone company employee. In three years we had saved the down payment to buy a home. I began looking about for a way to insure a modest retirement income to supplement my telephone company pension.

From "Scratch" to \$500,000 by 42

Starting with only the \$1000 cash equity in my home, I pyramided this modest asset into \$500,000 by the time I was 42—all in my spare time. This exceeded the lifetime savings of the presidents of many telephone companies and of many other businesses. There seemed little point of my continuing to work on a salary. So I retired at 42 to concentrate on my investments—with considerable time for gardening, swimming in our backyard pool, hunting, fishing, and traveling.

Many friends turned to me for advice on how they could follow me up the road to fortune. Finally I decided to write a unique guidebook, in which I would share my money-making secrets with my friends—and anyone else who cared to use them.

But editors who read my first manuscript told me: "Ah, but your success depended on starting during the depression. It could never happen again!"

Another \$500,000 in Only 2 Years

This led me to study other men's money-making experiences, and current, non-depression-period opportunities. I found many multi-millionaires whose success in my field far overshadowed mine. I analyzed their secrets. Although I had not intended to increase my holdings, I found so many opportunities that in 2 years I doubled my estate to over \$1,000,000.

Now my book, **HOW I TURNED \$1000 INTO A MILLION**, is ready at last. And in it I reveal—and tell how to use—these 4 basic principles of traveling the last remaining road to great fortune still open to the average person:

1. How to harness the secret force of free enterprise—the pyramiding power of borrowed money. This is a concept which may sound strange, and even a little alarming, to the ordinary wage earner. But all it amounts to is that you are copying the money-making technique of large investors, including the banks themselves. If you have ever experienced difficulty in arranging a personal loan (or a commercial loan to go into business) you may have the idea that banks won't lend money to the "little fellow" for the purpose of making money. But I will show you how you can get lenders to put up gladly at least three dollars for every one of yours, thereby quadrupling the earning power of your capital.

2. How to choose income-producing multiple dwellings in which to invest your own (and your borrowed) capital. If you are interested in investing in income-producing property for income alone, then you will probably get along all right without any advice from me, although even there I can give you many tips. But if you are out to pyramid your capital, there is a definite set of conditions you must look for in order to get the full value out of my method of operation.

3. How to make your equity grow. A fair market value of an income-producing property is in ratio to its income—for example, in a dwelling with more units than a duplex, the market price should be equal to roughly 10 times the annual net income. Therefore, if you increase the annual net by means of the steps I outline, you increase the market value of the property—thereby increasing your equity.

4. How to virtually eliminate the "tax bite" on your capital growth. Because of today's graduated income tax, it is practically impossible to accumulate wealth by savings from your pay, no matter how successful you are. According to a recent survey by Dun & Bradstreet, most corporation presidents with annual salaries exceeding \$100,000 find it impossible to accumulate an estate sufficient for comfortable retirement, and their chief worry is sufficient savings for family security. Think how much harder it is for those earning a fraction of this amount.

But there is at least one comparatively tax-free road to fortune still open—perhaps the *only* one for the average person. I will show you how you can increase your net worth steadily without its being subject to income taxes—not even capital gains tax! J. K. Lasser's famous guide, **YOUR INCOME TAX**, says of this method that "the mathematics have almost unparalleled attraction."

I show you, in my book, exactly how to put the above four principles to work, starting in your spare time with only a modest nest egg. If you have about \$2500

right now—or if you can save only \$50 a month for the next four years—you can start out soundly along the road to a million dollars. To enhance your progress you will need an additional personal investment of \$50 a month, or \$600 a year, for two more years after that, making a total investment from your personal savings of \$3600. But then you will start receiving income from your investment. *In addition*, if you follow my instructions carefully, your capital can grow at the following startling rate:

- In 2 years, your \$3600 grows to \$5,800.
- In 4 years, you have \$11,575.
- In 6 years, \$21,681.
- In 8 years, \$39,363.
- In 10 years, \$70,548.
- In 12 years, \$124,884.
- In 14 years, \$219,972.
- In 16 years, \$386,376.
- In 18 years, \$677,583.
- In 20 years, \$1,187,195.

Naturally, there are many ramifications as you rise ever higher toward a million dollars. How far you want to go up this ladder depends on how much retirement income you would like. You can conservatively expect to earn an average net return of 6% on your personal equity. Realty syndicates are able to take out a sizable bite for salaries and other heavy expenses—and still virtually guarantee a 6% net return to individual investors who devote no time or thought to their projects. So, if you would be satisfied with a retirement income of at least \$12,000 a year, you might decide to stop when your equity reaches \$200,000.

"There Must Be a Catch to It!"

Right now, it would be understandable if you were sputtering, "But—but—it's not that simple. It *can't* be that simple. It never is! There *must* be a catch to it!"

Of course there's a catch to it! There are hundreds of "catches"—hundreds of pitfalls and traps for the unwary who have never traveled what I call the "realty road to riches." But I made it, by learning as I went along. And you have a priceless advantage which I never had—the advantage of being able to know beforehand everything I had to learn by trial-and-error.

My 497-page book is literally the product of a lifetime, into which I have poured every distilled ounce of practical knowledge I gained along the road to fortune. It answers all the questions on real estate operations that my friends have ever asked me. Most of the book is written in narrative form, in which I lead you through one actual transaction after another, setting forth each step in detail.

But isn't it too late to make a fortune? That's what they told me when I started, during the depression. Don't forget, this method of making money is *not* dependent on continued economic boom or inflation. It *is* benefited and underwritten by America's continuing population boom, which is expected to result in 77 million more people by 1980.

But are there enough opportunities for everybody who reads this book? Income

property opportunities are inexhaustible. Sellers offering bargains or unusually good terms include unimaginative owners who have allowed their properties to deteriorate... shortsighted property "milkers"... heirs in a hurry... spendthrifts who sell cheap to pay for personal indulgences... absentee owners... older owners who wish to liquidate... owners whose jobs are relocated.

But what about rent control? In my book I give you 10 legitimate ways you can still increase net income and therefore resale value in rent control areas. The first rule: observe the law!

But what if there's another recession? The last three recessions affected rental property less than any other form of investment. It is an accepted realty axiom that land values rise whenever the population rises, as ours has continued to do. What ruined many property owners during the depression were short-term mortgages with high interest. Today mortgages have a lower rate of interest, and average 15 to 20 years instead of 3 to 5, making it possible for the principal to be paid off automatically by monthly income.

Read Book for 2 Weeks Free— Then Decide

You may have other questions, other doubts. Rather than attempt to answer them all here, the publishers invite you to examine my book free for two weeks in your own home. You be the judge. See if this isn't the most amazing, exciting—yet completely practical and sensible—way you ever heard of for breaking out of the earning-and-spending rat-race in which most people are trapped. If you're not convinced, return the book in two weeks and pay nothing, owe nothing. Otherwise it's yours to keep for only \$4.95 plus a few cents postage. I have a hunch you'll conclude that this is the most spectacularly productive investment you ever made. Mail coupon or write to: SIMON AND SCHUSTER, Publishers, Dept. 405, 630 Fifth Avenue, New York 20, N. Y.

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