

# How to Make a Fortune Today

## —starting from scratch

William Nickerson, self-made millionaire and author of the best-seller  
**HOW I TURNED \$1000 INTO A MILLION IN REAL ESTATE—IN MY SPARE TIME**  
tells you about his new book



William Nickerson

**B**EFORE my first book was published, four years ago—telling how I had made a fortune in real estate, mostly in my spare time—five publishers turned the book down. They all said I had succeeded only because I started during the Depression—that nobody could do the same thing today because the same opportunities no longer exist!

When those publishers said “it can’t be done any more,” I had only half a million dollars, and no intentions of increasing my estate. But I got fighting mad, and decided to prove the skeptics wrong. I went out on the current real estate market, shopped exclusively from ads that realtors put in metropolitan papers. And in two years I doubled my net estate to over a million dollars.

So before my first book went to press I was able to add new material, to scrap the original title “The Realty Road to Riches,” and retitling it **HOW I TURNED \$1000 INTO A MILLION.**

Perhaps you are one of the almost half a million people who read that book. Maybe you are one of the hundreds of fortunate men and women who have put my principles into practice, and are now well along the road to financial independence. Or perhaps, like the five publishers I mentioned, you doubt that you can do the same thing today that I did then. If that’s the case, then it is for you that I have written my new book, just published. It is called **HOW TO MAKE A FORTUNE TODAY—STARTING FROM SCRATCH!**

### You Can Still Make a Fortune In Real Estate Today!

In the past two years, thousands of people have asked for my advice. “How can I save a nest egg to start investing, when all I have now is a goose egg?”

“Can an ordinary person like myself achieve success?”

“With only \$2,500 saved, how can I pyramid to a million dollars?”

And the big question on everybody’s mind: “Is it still possible to succeed today?”

Believe me when I answer with an unqualified “YES!” You can still find and capitalize on many opportunities all around you. And I want to show you how! In my new book I tell you, in detail, exactly what you need to know to succeed in real estate NOW... and I answer specifically the countless questions that have been fired at me from all over the world, the same questions that you too probably would like to ask.

Since the publication of my first book, the door of opportunity has swung open to many thousands of people. Every day letters pour in that prove how my book

better the lives of ordinary folk like you and me. They come from every major country in the free world, and from every section of the United States, Maine to Hawaii, Alaska to Florida.

### Turn a Small Sum Into Fortunes Just as These People Did

Many of these letters thank me for revealing my secrets of success. Frequently they give examples of how my *proven formula* has helped men and women from every walk of life—regardless of age, experience, location, education, capital or lack of it—to start on the realty road to riches in leisure time. Hundreds of case histories are brought to my attention continually, like that of Roy Dygert, retired carpenter from Portland, Oregon, who bought a triplex for \$8,000, paying only \$800 down. In seven months he spent \$600 for materials and used his own labor to make improvements. After a total cash outlay of \$1,400, Roy sold the property for \$14,500, and made a profit of \$5,900.

“Can Reading a Book Make You Rich?”—an article in the April, 1961 *Cosmopolitan*, told the story of Gerard Pinault of Pawtucket, Rhode Island, who didn’t graduate from grammar school, never earned more than a five thousand dollars a year. Then he read my first real-estate book. Yet, less than two years later, Pinault had seven buildings, a total of fifty units, and about eighteen thousand dollars a year income from rentals—all accomplished in his spare time and on credit.

Victor J. Zaro started his first realty investment in Philadelphia after my book came out, and in three years pyramided from scratch to a net worth of a third of a million dollars in apartment equities. He writes: “And some brokers told me your program wouldn’t work in Philadelphia! For the first time in my life I feel I have achieved complete economic security. I know I wouldn’t even have started investing except for the inspiration and know-how of your book, and for this I shall be forever grateful.”

These current examples of success prove over and over how real-estate investment can turn small nest eggs into large fortunes—using my methods.

### Specific Advice, Facts, Know-How, Start You on Road to Fortune NOW

In **HOW TO MAKE A FORTUNE TODAY** I bring you up-to-date on opportunities in real estate, and reveal valuable facts and advice on:

- How You Can Succeed with Average Ability in a Dwindling City
- How to Get Started
- Where to Find Good Buys
- When You Need a Lawyer
- Whether It Pays to Deal with a Realtor

- How You Can Tell a Good Risk
  - How You Can Judge Risky Deals
  - Where You Can Make Advantageous Trades
  - How You Can Dispose of Homes and Other Equities
  - What Property Improvements You Should Make for Maximum Profits
  - How You Can Improve Operations and Management
  - How to Get 100% Financing
  - How to Determine Your Net Worth and Establish Credit
  - The Best Place to Borrow Money
  - How to Save Taxes on Operating Income
  - How to Save Taxes on Pyramiding Profits
- ... and much, much more

I answer specifically questions like:

- Where is the best place to invest?
  - How can you profit by inflation?
  - Will the real-estate boom hold up?
  - How can you make money and have a legitimate tax loss?
  - How will proposed tax laws affect pyramiding to a million dollars?
  - How can you recognize a good deal?
  - Does it pay to put in new furniture?
  - Where can I buy at a discount?
  - Is do-it-yourself necessary?
  - What contractors and contractors’ gimmicks should I guard against?
  - What steps should I take before signing a contract?
  - What should I watch after the job is finished?
  - When should general rent increases be made?
  - How do you borrow huge amounts?
  - Where do I get 75% financing?
- ... and hundreds more

### Case Histories Show You How

My book tells you what has been done by dozens of people who, possibly like yourself, knew nothing about real estate before, yet now are cashing in big in this lucrative field.

For example, a Savannah, Georgia reader had no previous experience when he read my book. He then mushroomed \$1,000 into \$30,000 in six months, buying eighteen apartments in three different buildings.

A San Francisco area professional man also had no previous real-estate experience. He read my book and he is now successfully launched on an eighteen-apartment investment.

Philip Gamble, of Fort Lauderdale, Florida, is now successfully launched in a twelve-apartment investment with a valuation in the \$100,000 range. Prior to reading my book he had no experience.

Bee Hill Mueller, of Sacramento, California, who had no experience in apart-

ment investment, followed my book and pyramided to more than \$300,000.

What these people have done, you can do too. **HOW TO MAKE A FORTUNE TODAY** teaches you everything you need to know in hours. Average intelligence is all you need. No special skill or experience is required. Yet this exciting way of making money can completely change your life, just as it has done for so many people everywhere.

### Read Book FREE For 2 Weeks— Then Decide

The knowledge you’ll find in my new book could change your whole viewpoint on how to make money. You will be astonished to discover how easily so many average people make more dollars in a single transaction than you now make in years of hard work.

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Please send me William Nickerson’s book **HOW TO MAKE A FORTUNE TODAY—STARTING FROM SCRATCH**, for two weeks’ free examination. If not convinced that this book can pay for itself literally thousands of times over, I may return it in 14 days and pay nothing. Otherwise I will keep it and remit only \$4.95 plus a few cents postage and handling as payment in full.

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