



IF you are among the thousands of bewildered investors who have been disappointed and taken their lumps in stocks and bonds, in commodities, in real estate, in foreign currencies, in silver etc. etc. NOW READ THIS!

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SPEND \$7.95 TO LEARN HOW TO CASH IN ON ANTIQUES

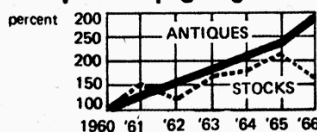
Who is Richard H. Rush and how come he wrote this book?

He's a prominent economist, financier and former president of a large corporation. He is generally considered a leading authority on art and antique prices. He has lectured throughout the U.S. on art and antiques as investments. His own art and antique collection is valued at over \$1,000,000. He holds many degrees, among them an M.B.A. from Harvard.

31 FACT-PACKED chapters

1. The "Age of Elegance"
2. The Fashion of Collecting Antiques
3. Changing Furniture Vogue
4. The Market Price of Antiques
5. Louis XIV
6. From Regence Through Louis XV
7. From Transition Through Louis XVI
8. Directoire
9. Empire
10. French Provincial
11. Renaissance Italian
12. Painted Italian
13. Jacobean
14. William and Mary
15. Queen Anne
16. Chippendale
17. Adam
18. Heppelwhite
19. Sheraton
20. Regency
21. Victorian
22. American Furniture of the Golden Century
23. American Heppelwhite and Sheraton
24. Duncan Phyfe
25. American Country Furniture
26. The Antique Price Index
27. Channels from Seller to Buyer
28. The Value of an Antique
29. Authentic or Fake?
30. Are Discoveries Possible?
31. A Look to the Future

When stocks go Down Antiques keep going UP!



We reprinted only a limited quantity of this fabulous book. Orders filled on first come basis. When they're gone, They're GONE!

Would You Pay \$14,560 for this chair?

A lucky investor spent just that amount for 10 of these chairs at Sotheby's in London in 1966. During the past 7 years, the price of English Chippendale in the art market has increased approximately 50%. So these chairs at today's prices would probably cost \$22,000 or more. From 1950 to 1965, English Chippendale increased 5 TIMES IN VALUE! Many of these beautiful pieces are finding their way into the museums, thus diminishing the available supply of an already tight commodity.



The Importance of distinguishing the genuine from the FAKE

Dr. Rush devotes an entire chapter (29) to the important subject, "Authentic Or Fake?" In 1937, the U.S. Treasury Department estimated that "in the 28 years since the passage of the Morgan Act of 1906 giving preferential tariff treatment to antique imports, it LOST \$500,000,000 in taxes through the importation of spurious antiques that went through DUTY FREE as real antiques." In most cases antique dealers and auction houses, even the most reliable, put the burden of accepting authenticity on the buyer. The entire problem of authentication is not an easy one and mistakes can be extremely costly. A \$50,000 double block-front "Goddard highboy", if not by Goddard because not of the period, is worth \$1,000 or less, not \$50,000. In this fascinating chapter, Dr. Rush takes you behind the scenes in the exciting antique furniture market and shows how even the "experts" are often fooled by fakes. The rule, as always, is caveat emptor ("let the buyer beware").

Opening up an exciting new life!!!

After reading Dr. Rush's book, you'll look at your own and your friends' furniture with a new critical eye. A chair is not just something to sit on... it has grace, beauty and dignity. And so for a table, a commode, a chest, a desk, a breakfront, a book case. "A thing of beauty is a joy forever." These marvelous treasures from the past in museums, in the famous dealers in New York, Chicago, San Francisco, New Orleans, London, Paris, Rome... your spirits will get a lift when you see beautiful, one-of-a-kind and incomparable works of art. You will become interested in books on the subject, of which there are many. You will develop a new appreciation of the creative work of skilled artisans. Life will take on a never ending new interest and new joy.

FREE!

Send us your order promptly. We'll enclose a current bibliography of the best art books that should be in every collector's library.

It's a \$1,000,000,000 a year business!

"Antiques As An Investment" analyzes the antique furniture market, guides the investor

Are you **SERIOUS** about your **MONEY?**

Includes 536 pages and 385 photos, graphs and illustrations!



By the author of:
"A Strategy of Investing for Higher Return"
"The Techniques of Becoming Wealthy", "Art as an Investment!"

Who isn't? Money is hard to come by, easy to LOSE or dribble away. The ultra-conservative put their money in so-called blue chip stocks, tax-free municipal bonds, certificates of deposit and other SAFE investments. Lots of smart money has gone into ART which has had a sensational rise in value in recent years. But we're talking about ANTIQUE FURNITURE... the real thing, not fakes or reproductions. Dr. Richard H. Rush, the well-known author of this book, has written three other books on unusual investments, including "The Strategy Of Investing For Higher Return". He has devoted a good portion of his entire adult life to collecting and writing about ART and ANTIQUES.

Examine the 31 chapter headings at the left. They present the most COMPREHENSIVE overview of the antique furniture market in America today. In the Introduction, Dr. Rush says, "Prices of antiques have been rising rapidly in the past several years, and if the factors that are responsible continue in force, the PRICE RISE CANNOT HELP BUT ACCELERATE within the next few years. There is now developing a notable shortage not only of good antiques but of ANY antiques." There you have it: genuine Chippendale furniture, Heppelwhite chairs and breakfronts, Louis XVI commodes, etc. are in obviously limited supply and increasing demand in the market place.

This great book will not only serve as a guide to the serious investor, it will open up a whole new horizon of interest for the newcomer of relatively modest means but educable TASTE. You will learn how to browse knowingly in antique shops in out-of-the-way places. You will soon develop a discerning eye for the genuine, regardless of price, and probably will acquire a piece here and a piece there that will bring you a feeling of joy and satisfaction, all the while it is increasing in value. You may even go to some of the auctions, first as a spectator and possibly later as a participant, and have the supreme thrill of acquiring a genuine antique in the face of competitive bidding. And, of course, you'll be buying other marvelous books on antiques... furniture, glass, silver, art, clocks, pottery, porcelain, china... that will bring you incomparable pleasures of the mind.

So, you see, your extremely modest investment of only \$7.95 in Dr. Rush's glorious, readable 536 page book is in fact your ticket of admission (as it were!) to a whole new world of exciting adventure... where, if you have the means and the desire, you can secure a SUBSTANTIAL RETURN on your financial investment. Plus the "psychic income that few investments can come close to matching", as Dr. Rush so intuitively points out, from his own experience.

You have nothing to lose, because we'll refund immediately if you're not completely satisfied.

Mr. Gary Halbert, Publisher

7576 Freedom Ave., N.W., North Canton, Ohio 44720

☐ YES! Please send me "Antiques as an Investment" on your 10 day approval offer. I enclose \$7.95.

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