

# ***XLB GRAPHICS***

Mail Order Small Space Ad Specialists

**P.O. Box 242052 • San Antonio, TX 78224**

Dear Mail Order Advertiser,

Thank you for having an interest in accurately tracking the response to your ads! You will now be able to do this quickly and simply with our "ADVERTISING RESPONSE RECORDS"! Not only can this help you with your advertising, but it is also a product you can SELL and keep all the money on!

Complete information, including ads you can use to sell the product, can be found beginning on page 12 where you will find instructions on how to use the ADVERTISING RESPONSE RECORDS, with a 3-up master you can copy and use for yourself (and resell) on page 13, and ads you can use to promote the item on page 14. If you DO sell this item, be sure to send your customer clear copies of all three pages 12, 13, and 14.

Immediately AFTER this cover letter you will find out TYPESETTING SERVICES & Supplies Catalog, featuring many items that can help the average Mail Order Dealer.

If you are remotely interested in branching out into INTERNET ADVERTISING, please be sure to read the offer beginning on page 10 dealing with AD ASSURANCE. This is by far one of the BEST ways of getting a web presence for only \$30.00 per year, with a web page (if you wish), and a unique web address ALL YOUR OWN on our network where people can go DIRECTLY to YOUR offers! If you think this sounds good so far, after the first year, renewals are only \$10.00 PER YEAR THEREAFTER! That means your web presence and unique web address assigned by us for your exclusive use is only \$10.00 a year after the first year.. INCREDIBLE VALUE!!!

If after having read the offer you really do not understand how this can work for you, maybe we can clear it up just a bit by just giving you a few examples of HOW some of our customers are using their AD ASSURANCE URL's... just go to the addresses below and see how EASY it is to reach our customer's offers by visiting the addresses below on the web:

INFOJET.BIZ/001  
INFOJET.BIZ/002  
INFOJET.BIZ/003  
INFOJET.BIZ/004  
INFOJET.BIZ/005

**JUST TRY ANY OF THE ADDRESSES AND SEE HOW QUICKLY YOU ARE DELIVERED TO THE ADVERTISER'S OFFER! WHAT WE DO FOR THEM IS WHAT WE CAN DO FOR YOU TOO, WHEN YOU JOIN AD ASSURANCE! GET YOUR EXCLUSIVE SHORT URL ON OUR NETWORK ALONG WITH A FREE WEBSITE IF YOU NEED IT! READ OUR AD ASSURANCE OFFER ON PAGE 10!**

Thank you again for your interest in our ADVERTISING RESPONSE RECORDS, we hope they help you, and that you make \$\$\$ if you decide to sell them.

Please also take the time to look through the other offers in our catalog..

If there is anything you need, and can not find it, please feel free to e-mail us at [ccbxb@yaho.com](mailto:ccbxb@yaho.com) and put **TYPESETTING** in the subject line so we can select your e-mail quickly from the other "offers"!

Sincerely,

***XLB GRAPHICS***

# WHOLESALE TYPESETTING

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## ***XLB GRAPHICS***

**P. O. Box 242052, San Antonio, Texas 78224**

### WHOLESALE PRICE LIST EFFECTIVE JANUARY 1, 2013

We are very pleased to supply you with this price list. Our work is of the **HIGHEST QUALITY, AT THE LOWEST PRICES!**

Our many years of experience in choosing the right type styles and using creative display techniques assure you of getting the professional and **"RESULT GETTING"** kind of work you need! Our work is always sharp, attractive, and **MOTIVATING!**

We select just the right type styles and enhancements to make your materials look their best. Be specific when ordering. *Or, turn us loose to do what is best to get the job done right... Just say **"USE YOUR BEST JUDGEMENT!"***

If there is something that you need that you cannot find a price on in the materials enclosed, just write and ask for a quote.

### PRODUCT #1 - "GALLEY" TYPESETTING

## **3¢ PER WORD!**

THIS PRODUCT COULD ALSO BE CALLED "BLOCK" TYPESETTING, AND IS PERFECT FOR SELF-PUBLISHERS WHO DO THEIR OWN LAYOUTS, PASTE-UPS, ETC. OUR RATES ARE THE LOWEST, AND VERY SIMPLE... 3¢ PER WORD PLUS A FLAT \$1.00 HANDLING FEE!

EXAMPLE - 375 WORDS = \$12.25 TOTAL PRICE. 500 WORDS = \$16.00! YOU RECEIVE ONE CAMERA READY COPY. EXTRA ORIGINALS OF YOUR ORDER (UNDER 8 COLUMN INCHES) ARE ONLY 25¢, UP TO SIZE 5"x8" 50¢, AND EXTRA PRINTS SIZE 8.5"x11" & 8.5"x14" ARE \$1.00 EA.

**THIS KIND OF TYPESETTING IS PERFECT FOR:**

- CLASSIFIED COLUMNS • CIRCULAR BODY TYPE • REPORTS

### **JUST ABOUT ANYTHING!**

- ☆ OVER 100 DIFFERENT TYPESTYLES TO CHOOSE FROM! SEND FOR OUR "TYPESTYLE SAMPLE SHEET".
- ☆ **SIMPLE** ACCENTS SUCH AS **BOLD**, **UNDERLINED**, **ITALICS**, AND CENTERING, ETC., **ARE ALL FREE!** PLEASE SEND FOR OUR "TIP SHEET", IT'S **FREE** - JUST ASK FOR IT!

**PLEASE NOTE: THIS PRODUCT DOES NOT INCLUDE THE USE OF COMPLEX ACCENTS SUCH AS REVERSES, HALFTONES, OR CLIP-ART!**

When ordering "Galley Typesetting", state the **maximum image area** you want your typesetting to fit in.

**JUST THINK, THE BLOCK BETWEEN THE GRAY BARS ABOVE DESCRIBING OUR PRODUCT #1 WOULD HAVE ONLY COST YOU \$6.22 TOTAL, POSTPAID!!!**

### PRODUCT #2 - "LETTERHEAD TYPESETTING"

"LETTERHEAD TYPESETTING - \$3.50 PPD! **LOWEST PRICE IN THE USA!** AT THIS PRICE WE WILL SUPPLY AN 8½" x 11" LAYOUT OR A 2-UP 5½" x 8½" LAYOUT... **IT'S YOUR CHOICE!**

### PRODUCT #3 - "DISPLAY AD TYPESETTING"

**SPECIAL EFFECTS  
DECORATIVE TYPESTYLES**



**CLIP ART**

**THIS IS WHERE YOU GET IT ALL! ANYTHING AND EVERYTHING YOU NEED, ANY WAY YOU WANT IT!**

**THE FOLLOWING PRICES ARE POST-PAID, AND COMPLETE!**

SIZE	PRICE	NUMBER OF ORIGINALS
1" CAMERA READY AD UP TO 60 WORDS ...	\$5.00	3
2" CAMERA READY AD UP TO 120 WORDS...	\$9.00	3
3" CAMERA READY AD UP TO 180 WORDS...	\$13.00	3
4" CAMERA READY AD UP TO 240 WORDS...	\$17.00	3
5" CAMERA READY AD UP TO 300 WORDS...	\$20.00	3
(ABOVE 5" AD CAN ALSO BE TYPESET ASA 5" x 2 ½" AD)		
POSTCARDS (4-UP 2-SIDED ON 8½"x11" SHEET)	\$37.00	1
5" x 8" OR 8" x 5" UP TO 600 WORDS...	\$40.00	2
8" x 10" OR 10" x 8" UP TO 1000 WORDS	\$75.00	1

WRITE FOR QUOTES ON SPECIAL SIZES YOU DON'T SEE LISTED

EXTRA CAMERA READY ORIGINALS OF ANY AD UP TO 5" ARE ONLY 25¢ EACH. EXTRA 5 x 8 INCH ORIGINALS ONLY 50¢ EACH. EXTRA 8 x 10 ORIGINALS ONLY \$1.00 EACH. **EXTRA SPECIAL BONUS...** EACH AND EVERY ORIGINAL, BOTH THOSE THAT COME WITH YOUR AD ORDER AND THOSE EXTRA YOU MAY PURCHASE, WILL BE KEY CODED **INDIVIDUALLY** AS PER YOUR SPECIFICATIONS! NO NEED TO "SCRIBBLE" OR PASTE IN CODES AND DEPT. NUMBERS, WE DO IT FOR YOU PROFESSIONALLY, **FREE OF CHARGE!**

**REMEMBER, THE LESS WORDS YOU USE, THE MORE DISPLAY WE CAN GIVE YOU!**

### PRODUCT #4 - "MAX PACK" TYPESETTING

## **WOULD YOU BELIEVE 90 WORDS IN A 1" AD?**

**YOUR AD  
WILL LOOK  
LIKE THIS!**

**CRISP & CLEAR!**

**ONLY \$7**

### **90 POWERFUL WORDS - \$7.00!**

DON'T BE LIMITED TO 40, 50, OR EVEN 60 WORDS. GET THE MOST FOR YOUR MONEY WHEN ADVERTISING IN PHOTO OFFSET PUBLICATIONS. WE'LL TURN YOUR 90 WORDS OR LESS INTO A 1" CLASSIFIED TYPE AD AND RUSH YOU THREE COPIES FOR ONLY \$7.00! EXTRA ORIGINALS ONLY 25¢ EACH. YOU MAY CHANGE YOUR KEY CODE ON EACH. TELL MUCH MORE OF YOUR STORY NOW!!! **THIS AD IS A SAMPLE OF OUR WORK.** **XLB GRAPHICS,** DEPT. T201, BOX 242052, SAN ANTONIO, TEXAS 78224

### PRODUCT #5 - 1"x1" BUTTON ADS - \$4.00 EA.

**SHORT HEADLINE  
REVERSE BACKGROUND**  
THIS SMALL SPACE CAN ACCOMMODATE AS MANY AS 45 WORDS TOTAL! IT MAY JUST BE THE PERFECT "FILLER" TYPE AD IF YOU DO YOUR OWN PASTE-UPS, OR LAYOUT YOUR OWN AD SHEET. OF COURSE, IF YOU USE LESS THAN 45 WORDS, WE CAN USE LARGER TYPE LIKE THIS →

**LARGER HEADLINE  
EASIER TO READ!**  
AS YOU CAN SEE, IF YOU USE LESS THAN THE MAXIMUM WORD COUNT, YOU CAN GET ABOUT 35 WORDS IN TOTAL WITH A REVERSE HEADLINE THAT IS EASIER TO READ!

**YOU CAN ALSO CHOOSE  
SMALL GRAPHICS  
DECORATIVE  
TYPESTYLES**  
JUST LET YOUR MIND GO WILD AND DREAM UP YOUR MINI "BUTTON AD"! Just tell us what you want, we always do our very best to please you!

Ads are "SEMI-DISPLAY", due to space limitations, and may or may not contain REVERSE HEADLINES (DEPENDENT ON WORD COUNT). **XLB GRAPHICS** will use its judgment to give you **THE BEST AD POSSIBLE!**

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 45 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### 3 POSSIBLE EXAMPLES

### PRODUCT #6 - 1/2"x2 1/2" SEMI-DISPLAY ADS - \$4.00 EA.

Ads are "SEMI-DISPLAY", due to space limitations, and may or may not contain REVERSE HEADLINES (DEPENDENT ON WORD COUNT). **XLB GRAPHICS** will use its judgment to give you **THE BEST AD POSSIBLE!**

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 50 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### REVERSE HEADLINES ARE ALWAYS GREAT!

THIS SMALL AD IS JUST THE RIGHT SIZE TO FILL EMPTY SPACE AND SELL! MUCH BETTER THAN A CLASSIFIED AD, AND YOU CAN USE AS MANY AS 50 WORDS TO TELL YOUR STORY. WHY NOT ORDER ONE NOW? YOU MAY WISH TO USE LESS WORDS FOR LARGER TYPE!

### JUST 2 SAMPLES OF PERFECT "FILLER SIZE" ADS!



THIS SMALL AD IS JUST THE RIGHT SIZE TO FILL EMPTY SPACE AND SELL! MUCH BETTER THAN A CLASSIFIED AD, AND YOU CAN USE AS MANY AS 40 WORDS WITH A SMALL PICTURE! WHY NOT ORDER ONE NOW?

### PRODUCT #7 - 1/2"x5" SEMI-DISPLAY ADS - \$5.00 EA.

IF YOU ARE A PUBLISHER OR HAVE A GOOD RELATIONSHIP WITH ONE THAT WILL ACCEPT THIS SIZE AD, YOU CAN "STRETCH" YOUR 1" AD TO COVER TWO COLUMN WIDTHS WHILE STILL OCCUPYING THE SAME TRUE SPACE (BECAUSE YOUR AD IS ONLY 1/2" DEEP)! CONSULT PUBLISHERS TO SEE IF THEY WILL WORK WITH YOU AND ACCEPT THIS SIZE AD FOR THE 1" PRICE!

### THIS FANTASTIC LITTLE AD "HITS" LIKE A MUCH BIGGER AD!

LET'S FACE IT, THIS ODD SIZE AD IS **EASY TO FIND "IN THE CROWD"!** IT SIMPLY CUTS ACROSS THE MAJORITY AND HITS "BROADLY" TO CATCH THE EYE OF THE AVERAGE PERSON "SCANNING" THE HUNDREDS OF ADS IN TODAY'S TABLOIDS. PUT IT TO WORK FOR YOU **TODAY** BY SENDING US YOUR BEST 60 WORDS OR LESS! **USE YOUR IMAGINATION!!**

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 60 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### PRODUCT #8 - 1"x5" FULL-DISPLAY ADS - \$9.00 EA.

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 120 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### THE "ILLUSION" OF A LARGE AD BUT ONLY 2 INCHES!!!

You have an imagination... use it!  
This is just a sample of how you can use this size ad to sell **two different items!**



ORDER EITHER  
OFFER FROM:  
**YOUR NAME  
ADDRESS**

**LIMITLESS POSSIBILITIES...  
YET ONLY TAKES UP 2 COLUMN  
INCHES!** Sketch your best  
creation, send it to us, and let **XLB  
GRAPHICS** typeset your ad!

### PRODUCT #9 - 1"x7 1/2" FULL-DISPLAY ADS - \$12.00 EA.

### MAKE A BIG IMPRESSION BY "SPREADING OUT" FAR AND WIDE WITH THIS REMARKABLE 3" AD!!!

Use this wonderful 3" ad to TELL ALL AND **SELL** YOUR PRODUCT. Or, follow the example in the ad above and section it off to sell 2 or 3 different products. One thing is for sure... the ODD size **WILL BE NOTICED...** AND THAT'S WHAT YOU WANT, ISN'T IT? Don't worry about anyone reading your ad and then forgetting where they saw it - it is **easy** to find it again! You just won't find many "LONG" display ads cutting across a tabloid page... **straight through all the others!**

**Order anything in this ad from: YOUR NAME AND ADDRESS**

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 180 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### PRODUCT #10 - 1"x2 1/2" FULL-REVERSE DISPLAY ADS - \$7.00 EA.

- ★ **BOLD AND BEAUTIFUL FULL REVERSE ADS!**
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 45 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### A FULL REVERSE AD

EFFECTIVE WHEN USED IN THE MIDST OF OTHER ADS... TRULY STANDS OUT, BUT RECOMMENDED ONLY FOR 1" ADS! LIMIT 45 WORDS TOTAL TO INSURE THAT LETTERS REMAIN CRISP AND DO NOT "FILL IN". THIS MAY BE THE ATTENTION GETTER YOU NEED!

### PRODUCT #11 - 1"x2 1/2" PHOTO ADS - \$8.00 EA.

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ **FREE** INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 40 WORDS **MAXIMUM**
- ★ **LESS WORDS, BETTER DISPLAY!**

### IMPORTANT!



SPECIFY PORTION OF PICTURE (SUBJECT) YOU WANT IN YOUR AD BY DESCRIPTION OR BY TAPING A PIECE OF THIN PAPER TO TOP OF PHOTO AND TRACING AROUND SUBJECT



### PHOTO ADS

SEND US **ANY SIZE PHOTO** (B&W OR COLOR) UP TO 8" x 10". PICTURE OF YOUR PRODUCT, ETC. THERE'S ONLY ONE PHOTO LIKE YOURS, SO YOUR AD **WILL LOOK DIFFERENT!** **PHOTO RETURNED UNHARMED!** OTHERS CHARGE \$15.00 FOR THIS, **OUR PRICE ONLY \$8.00! 40 WORDS MAXIMUM!**

**ORDER ANYTHING ON THIS PAGE FROM:**

**XLB GRAPHICS • P.O. Box 242052 • San Antonio, Texas 78224**



# WHOLESALE AD RATES

YOUR BEST 90 WORDS OR LESS TYPESET INTO A 1" AD TO 10,000 IN THE NEXT ISSUE OF "INTRODUCTION TO MAIL ORDER" FOR \$9.95. CLASSIFIED ADS, 20¢ / WORD, 25 WORD MINIMUM.

## FREE CHECKING COPY!

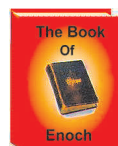
FOR THESE RATES SEND ADS DIRECT TO:

**XLB GRAPHICS**

BOX 242052, SAN ANTONIO, TX 78224

## HEALING FOODS FROM THE BIBLE

Eating HEALTHY is a concern for all, as we truly are what we eat! So many devastating problems arise from the way we eat, and what we eat. It makes sense that a good guide to follow is that laid out by example in the Bible. This unique collection of 31 professionally typeset reports to help guide you select the foods that were believed to prevent disease and promote good health are yours for \$9.95 postpaid! REPRINT RIGHTS included with order IF REQUESTED. **XLB GRAPHICS - DEPT. CA15**  
P.O. BOX 242052, SAN ANTONIO, TEXAS 78224



### "The Book of Enoch - Lost Book of the Bible FOUND!"

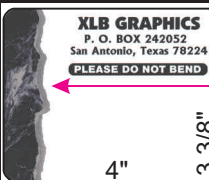
We had heard of the "Lost Book of the Bible" many years ago, but could not locate a copy. Luckily, with the advent of electronic publishing, it is now easily obtainable!

As far as I know, this is the ONLY electronic version of this hard to find book. Satisfy your curiosity by finding out not only WHY Enoch's book may have been left out of the Bible, but more importantly, find out what the significance is of it **Reappearing NOW!!!** This book is supplied in electronic format ON CD ROM. System Requirements - Windows 95/98, ME, NT, or XP - Sorry, not for MACS! **ONLY \$4.95**

**Unusual, Rare, Book on CD! POSTPAID!**

**XLB GRAPHICS - DEPT. CA19**  
P.O. BOX 242052 - SAN ANTONIO, TX 78224

## SHIPPING LABELS - \$ 8.95 / 100 PPD!



**XLB GRAPHICS**  
P.O. BOX 242052  
San Antonio, Texas 78224  
**PLEASE DO NOT BEND**  
RICH DARK BLUE HALFTONE  
DECORATIVE EDGE

**MAKE MONEY BY IMPRINTING THESE YOURSELF WITH YOUR OWN LASER OR INKJET, IF YOU HAVE GRAPHICS SOFTWARE. SEND \$1.00 FOR LABEL STOCK SAMPLES AND BULK PRICING!**

**XLB GRAPHICS - DEPT. CSL10**  
P.O. BOX 242052 • SAN ANTONIO, TEXAS 78224

## FULL COLOR

#10 WHITE WOVE COMMERCIAL ENVELOPES. YOU GET TO CHOOSE FROM 100's OF TYPE STYLES, OR WE WILL TRY TO MATCH WHAT YOU SEND US! ILLUSTRATIONS CAN BE INCLUDED TO CALL ATTENTION TO YOUR MAILING. YOU'RE PAYING ENOUGH AS IT IS TO MAIL YOUR OFFERS. TRY THIS AND GET THEM OPENED! ORDER NOW OR WRITE FOR A SAMPLE. SORRY - USA ONLY.

**JUST \$14.95 PER 100 POST-PAID!**

**XLB GRAPHICS - DEPT. CE**  
BOX 242052, SAN ANTONIO, TX 78224

## 100 WAYS TO INCREASE MAIL ORDER PROFITS!

GRADE YOURSELF BY USING THIS DETAILED DISCLOSURE OF WHAT YOU SHOULD BE DOING. IF YOU SCORE LESS THAN 85%, CORRECT THINGS NOW TO MAKE THE PROFITS YOU DESERVE! **ONLY \$4.95 POSTPAID!** REPRINT RIGHTS INCLUDED WITH YOUR ORDER!

**XLB GRAPHICS - DEPT. CA3**  
P.O. BOX 242052 - SAN ANTONIO, TX 78224

## TRACK YOUR ADS EASILY

INSTANTLY KNOW WHICH OF YOUR ADS IS PULLING! AT A GLANCE, YOU WILL KNOW WHICH ADS & PUBLICATIONS ARE MAKING MONEY FOR YOU! **EACH FORM TRACKS 50 INQUIRIES AND 50 ORDERS, TELLS YOU EVERYTHING YOU NEED TO KNOW ABOUT YOUR AD, TOTAL PROFIT AFTER AD COST, EVEN COST / PROFIT OF FILLING INQUIRIES!** ALL INFO AT YOUR FINGERTIPS - **INCREDIBLE!** RECEIVE CAMERA READY MASTER, COPY & RESELL RIGHTS, **\$3.00 POSTPAID!**

**XLB GRAPHICS, DEPT. CA6,**  
BOX 242052, SAN ANTONIO, TX 78224

## WINDOWS XP USERS READ THIS!

If you bought an "XP" computer recently, you may have found that you only received a 60 DAY TRIAL VERSION of MS Word, after which you were left with the weaker MS Works. A distributor just LIQUIDATED and we have a few BRAND NEW OEM Corel WordPerfect Productivity Packs on hand. This FULL FEATURED program comes with ADOBE PDF publishing capability! Also comes with QUATRO PRO spreadsheet! Save BIG \$\$\$ & publish in PDF NOW! Get brand new OEM Corel WPPP, only \$14.95 PPD!

**XLB GRAPHICS - DEPT. CPDF2**  
P.O. BOX 242052 - SAN ANTONIO, TX 78224

# Giant COLORFUL Return Address Labels 120 / \$5.00 Ppd!

LABEL SIZE IS 3 1/2" X 15/16". EASY TO READ GIANT TYPE! **FIRST LINE IN AN ASSORTMENT OF RAINBOW COLORS.** ADDRESS IN BLACK. WITH POSTAGE RATES WHAT THEY ARE, IF YOU ENCLOSED A REPLY ENVELOPE YOU MAY GO INTO THE NEXT OUNCE, AND YOU DON'T WANT TO PAY FOR THAT! JUST SLIP ONE OF THESE IN AND YOU'RE SET! WE JUST SWIPE A GLUE STICK THAT WE GOT FOR ABOUT 50¢ AND THEN STUCK THE LABEL ON BELOW. **JUST PEEL IT OFF TO USE WHEN SENDING US ANY ORDER... SEE HOW EASY IT IS? DON'T FORGET TO ORDER SOME OF THESE LABELS, YOU'LL BE SURPRISED HOW MANY ORDERS COME IN WHEN YOU MAKE IT EASY FOR YOUR CUSTOMER, JUST TRY IT!** YOU WILL RECEIVE TWELVE SHEETS WITH TEN BIG LABELS TO THE SHEET... JUST CUT THEM APART AND STICK TO YOUR OUTGOING OFFERS WITH A DAB OF THE GLUE STICK. **ORDER NOW!**

**ACTUAL SIZE**  
**3 1/2" X 15/16"**  
**120 FOR**  
**\$5.00**  
**PPD!**

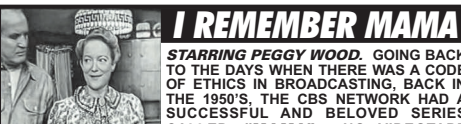
**XLB GRAPHICS**

P. O. Box 242052  
San Antonio, Texas 78224

**ORDER FROM: XLB GRAPHICS, DEPT. CRL, BOX 242052, SAN ANTONIO, TX 78224**

## OVER TEN HOURS AUDIO COMEDY!

MORE THAN TWENTY DIFFERENT SHOWS FROM RADIO'S GOLD ERA. ALL SHOWS ARE FAITHFULLY REPRODUCED IN MP3 FORMAT, AND THIS WILL PLAY IN YOUR PC, 99% OF DVD PLAYERS, AND CD PLAYERS THAT ARE MP3 ENABLED! IF YOUR CAR HAS A MODERN CD PLAYER, JUST IMAGINE THE FUN YOU'LL HAVE ON YOUR COMMUTE JUST LISTENING TO HOUR AFTER HOUR OF BOREDOM-BUSTING GAGS FROM Abbott & Costello, Amos & Andy, Baby Snooks, Bob Hope, Burns and Allen, Charlie McCarthy, JACK BENNY, AND SO MANY MORE! ONLY \$5.00 PPD! **XLB GRAPHICS, DEPT. CA22, P.O. BOX 242052, SAN ANTONIO, TEXAS 78224**



### I REMEMBER MAMA

**STARRING PEGGY WOOD.** GOING BACK TO THE DAYS WHEN THERE WAS A CODE OF ETHICS IN BROADCASTING, BACK IN THE 1950'S, THE CBS NETWORK HAD A SUCCESSFUL AND BELOVED SERIES CALLED "MAMA". NO VIDEOTAPE EXISTED IN THOSE DAYS, BUT 5 EPISODES HAVE BEEN RESCUED FROM THE KINESCOPE! GET ALL 5 FOR ONLY \$8.00 PPD! PLAYS ON MOST PC OR ANY DVD PLAYER! RARE FIND, JUST ASK FOR "MAMA"! **XLB GRAPHICS, DEPT. CA23, BOX 242052, SAN ANTONIO, TX 78224**

## FREE COMPUTER SOFTWARE! ONE NEW COMMERCIAL TITLE EVERY DAY, PLUS GAMES ON WEEKENDS!

XLB GRAPHICS IS PROUD TO BRING YOU THIS. EVERY DAY YOU HAVE ONE FULL 24 HOUR PERIOD TO DOWNLOAD, ACTIVATE, AND REGISTER YOUR PROGRAM. UPON REGISTRATION, THE SOFTWARE UNLOCKS TO BECOME THE FULL "PAID" VERSION YOU CAN KEEP! **TRY IT & TELL EVERYBODY!!! GO TO:**

**WWW.XLBWORLD.COM**



### MAGIC WATER PEARLS

GROW ROOTING PLANTS WITHOUT SOIL IN THEM JUST LIKE THOSE YOU SEE IN THE FINEST FLOWER SHOPS! **OVER 100 FOR 7 STAMPS or 15 FOR 2 STAMPS!**

### BIG BEAUTIFUL JEWEL-LIKE MARBLES IN ALL THE COLORS OF THE RAINBOW!

**XLB GRAPHICS - DEPT. CA38**  
P.O. BOX 242052  
SAN ANTONIO, TX 78224

## PROFESSIONALS READY TO SERVE!



OUR MODELS GET YOUR ADS NOTICED, AND WE KNOW HOW TO USE THEM TO HELP YOU SELL! **MEN - WOMEN - CHILDREN - GROUPS - SENIORS** WE HAVE THEM ALL! **TRUST US TO SELECT THE PERFECT ONE!** \$15.00 PER INCH, 50 WORDS OR LESS. WE SUPPLY 10 PRINTS, **EACH KEY CODED!** **XLB GRAPHICS - DEPT. CA37**  
BOX 242052 • SAN ANTONIO, TX 78224

## LIKE TAKING PICTURES? TURN YOUR HOBBY INTO \$\$\$

MAKE MONEY DOING WHAT YOU ENJOY! IT'S EASY WHEN YOU KNOW HOW! "99 WAYS FOR A PHOTOGRAPHER TO MAKE MONEY" TELLS YOU HOW TO MAKE MONEY WITH YOUR CAMERA! **ORDER YOUR COPY NOW FOR ONLY \$4.00 PPD!** **XLB GRAPHICS - DEPT. CA11**  
P.O. BOX 242052 - SAN ANTONIO, TX 78224



### MINI ORDER FORMS!

THESE ORDER FORMS ARE PERFECT FOR ENCLOSING WITH ALL YOUR OUTGOING OFFERS! WE WILL SEND YOU THREE SHEETS WITH 6 FORMS ON EACH & YOUR INFORMATION TYPESET IN PLACE FOR \$3.00 PPD! **JUST COPY AS MANY AS YOU NEED!** **XLB GRAPHICS, DEPT. C6UP**  
BOX 242052, SAN ANTONIO, TX 78224

### FULL SIZE SAMPLE

**USE THE FORM BELOW TO ORDER ANYTHING OFFERED IN THIS MAILING!**

## COMBINED ORDER FORM

★★★ ATTACH AD COPY IF ORDERING ADVERTISING ★★★

ITEM	PRICE	DATE

INDICATE FORM OF PAYMENT ENCLOSED:

- ☐ CASH  
☐ CHECK  
☐ MONEY ORDER

### SHIP TO:

### TOTAL

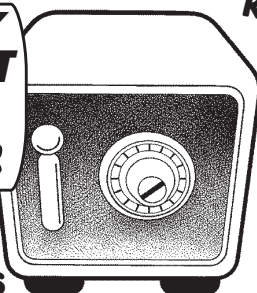
NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ORDER FROM:

**XLB GRAPHICS, BOX 242052, SAN ANTONIO, TX 78224**



## BRAND NEW RECIPE VAULT CD ROM BUSINESS\$



**OTHERS CHARGE  
\$99 TO \$149 FOR MUCH LESS...  
OUR CD IS A COMPLETE BUSINESS  
READY TO GO! READ EVERYTHING YOU GET, AND  
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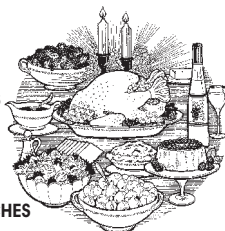
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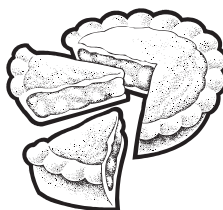
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Great care was taken when producing this CD to assure that the contents can be sold EASILY. Quite unlike others containing "programs" that work on some computers but not others, the contents of our **RECIPE VAULT CD** can be used on any **WINDOWS BASED COMPUTER!** (Sorry, this is NOT for MACS!)

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Have you dreamed of a never-ending flow of money into your life? Do you wish there was a way to be prosperous without a lot of hard (or boring) work? Are you still struggling just to get by? Would you like to learn the key secrets to attracting unlimited prosperity?

Then today is your lucky day! Today, you'll discover the secrets that wealthy people have refused to reveal to anyone.

Once you learn these secrets and start using them in your life, you'll be able to create as much prosperity in your life as you want! *Can you imagine how fun and exciting it will be to have multiple streams of prosperity flowing effortlessly into your life, day after day after day?* With the information you'll learn here, you'll be able to accelerate your personal prosperity along any path you choose, and become as rich as you desire!

Prosperity is about more than just being in the right business. We all know people who are in the same businesses as rich people, but aren't getting much for their efforts. For every successful inventor, there are thousands more trying to get their inventions noticed. For every mega-successful author, there are tens of thousands of starving writers banging out words daily and never breaking into the big time. And for every real-estate tycoon, there are thousands of would-be investors being buried by their properties. **No, it's not about what business you're in that counts.**

Prosperity is about more than simply having the right attitude. How often have you listened to a motivational speaker say "It's your attitude that determines your altitude"? If that were the case, then all you'd have to do is to think positively (they all stress Positive Mental Attitudes, right?) And you'll attract lots of money. But you and I both know that's not the case.

Prosperity is about more than being in the right place at the right time. If it were simply a matter of being in the right place at the right time, then it stands to reason that everyone would have an equal shot at making the big score. But wealthy people consistently score big, over and over again. Obviously, they know something that you don't.

## Would You Like To Know What Rich People Know?

There are actually a number of secrets that go into true Power Prosperity. Secrets such as:

- The secret Beliefs about Prosperity that automatically put you in the money!
- How to bypass the years of negative programming your life has created.
- Tapping into your inner mind to make everything you do 10 times more effective!
- Power Affirmations that will magnetize your mind to attract unlimited prosperity.
- A special technique that automatically attracts Prosperity to you.
- How you can build unshakable self-confidence and courage.
- Power Persuasion - How to get others to do whatever you ask them to do!

As you can see, rich people focus on far more than simple business mechanics or positive thinking. In a very real sense, rich people know how to command invisible forces to manifest prosperity at every turn. Keep reading and soon you'll learn how to do this too. And when you do, watch out world!

## WHAT DO RICH PEOPLE KNOW???

Rich people know that certain types of businesses are more likely to succeed than others. While it's true that not everyone will succeed in any given business, some businesses are much easier to succeed in than others. Here's perhaps the biggest secret of all:

## To Be Successful, You Have To Be In A Business You Enjoy.

That's why you can succeed in a business while others fail miserably! If you don't like the business you're in, you simply won't put in enough effort to make it successful. But if you're really enjoying yourself, you'll put in the time and energy to do everything that's required to grow a prosperous business. And what's better, when you're having fun building your business, you never feel like you're working.

## Rich People Know All About Leverage

What is leverage, you ask? Leverage is the ability to get tremendous results from small efforts. Why struggle doing all the little details when you can automate them and never have to deal with them again? Why do all the work yourself when you can get others to do the work for you? When you learn how to leverage your efforts, prosperity becomes easy!

You've heard all about the **nothing down** philosophy with real estate. When you can buy houses using none of your own money, you can buy as many as you want, right? And when you can buy lots of real estate, and make money on each property, you can get rich quickly! The same is true in any other business on the planet. If you can get into the business with no out-of-pocket expenses and earn money, You Can Get Rich Quickly!! Here's another powerful secret:

## If You Want To Earn \$50 Per Hour, Then Do Only Those Things That Will Give You That Kind Of Return On Your Time Investment!

In order to be prosperous, you absolutely must spend your time doing things that will pay off big! You can always hire someone else to do the 'little things' that must get done, and pay them with the money you'll make doing the 'big things'.

Look at it this way, if you spend 8 hours a day doing things that will return \$400 to you, you can afford to pay someone \$100 (\$12.50 per hour) to do the other stuff. And along another line, if you can buy a tool for \$100 that will save you 3 hours of time, then it's paid for itself and earned a 50% profit! Rich people will spend money when it serves their purposes. I'll explain this in detail later.

## Rich People Know How To Perform At Higher Levels

Although it seems that rich people do very little, they are actually working far more efficiently than anyone else. It's like the movements of a martial arts master. Quick, to the point, and very effective. Prosperous people never make the mistake of doing something that will have to be done over again, unless there is some other benefit to doing it. Wealthy people know which tasks to do now, and which ones to put off or delegate to others.

## It Works For Me And Many Others!

Before I got started online, I worked as a photographer with my own business "Enchanted Heirlooms". By using the principles I am about to teach you, I built that business into a cash-producing machine.

About a year and a half ago, I started a small website called "Keys To Power" where I teach how to tap and direct the Power of Spirit to attract an abundance of all good things. That website took off like I hoped it would, and it's been very successful. My students have also done very well for themselves, which tells me that these principles work for everyone.

That little website has now grown and branched out (the power of leverage, remember). I started another website called the Power Training Academy and set it up to be a membership site offering customized instruction on the Keys To Power system. Even in it's infancy, I'm seeing where this one will grow into a huge moneymaker very quickly.

And now, I'm about to reveal the secrets that have enabled me and many others to achieve substantial prosperity in record time. With this information, you'll be able to create your own **magnetic money machines** to rake in the cash.

## You Don't Need To Run A Business To Attract Prosperity...

You can use the principles I'm going to reveal to attract prosperity in any form you wish. Actually, if you never want to run any kind of business, you can still benefit from what I'm about to teach you.

Before I started my first business, I used these principles to make it easy on myself in the jobs I had. Over and over again, I found myself getting paid to do very little work.

If you'd like to simply go about your normal routine, but bend the forces of luck to bring some extra wealth your way from time to time, be my guest. The secrets you'll find here will give you that power.

But just to let you know, running a solid, cash producing business online is the easiest way to build real wealth.

Do you want to live a life of ease, never having to work a day in your life? Hey, so do I! That's why I'm working to build a number of reliable income-producing websites as quickly as I can. Once I'm done, then I'll be able to live that lifestyle for the rest of my life. And I'll show you exactly how to do the same.

**If I could show you how to create a cash generating machine in as little as a single day that will pay you a solid income for the rest of your life, would you give it a chance?**

## The Keys To Power Prosperity

As you can imagine, there is too much information to share everything with you here.

I've put a lot of time, energy, and experience into preparing this information and gathering it into a very special book entitled (what else?) "Keys To Power Prosperity". I know that this information works, because I've used it myself and created massive prosperity in my own life.

By now, you're probably wondering how this book is different from other books. First of all, I'm not an Internet Marketing Guru who stumbled into success without really knowing how. I had to work hard for my success, and I know what it's like to be clueless about what to do. And secondly, you don't have to run an Internet Marketing business to attract prosperity.

Now I will admit that an online business is perhaps the easiest way to make money, but it is by no means the only way.

## THERE ARE A MILLION WAYS TO MAKE A MILLION DOLLARS, YOU JUST HAVE TO PICK WHAT WORKS FOR YOU!

I have seen people literally making a fortune doing nothing more than janitorial work! No matter what kind of business you want to be in, you can attract unending prosperity.

Here are some of the things you'll learn from this exciting new book:

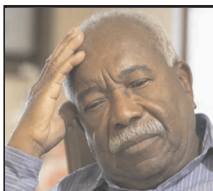
- ★ The 164 beliefs that automatically attract prosperity to you.
- ★ Why you're worth as much as you care to claim.
- ★ How to build unshakable self-confidence.
- ★ The mechanics of faith, and how to use it to get anything you want!
- ★ 5 amazingly simple ways to trick your mind into attracting wealth.
- ★ How to create your own subliminal recordings to program your new prosperity beliefs into your inner mind.
- ★ How to use creative daydreaming for prosperous results.
- ★ How to put the creativity into your creative daydreaming.
- ★ The Keys To Power Persuasion, and how to get anyone to do whatever you want!
- ★ How to discover your personal pathway to prosperity. There are a million ways to make a million dollars. What's your way?
- ★ How to get rich in a business you know nothing about! This is a HUGE secret that rich people almost never share.
- ★★★ **PLUS MUCH, MUCH MORE!!!**

Right now, you have an opportunity to learn everything that rich people know and become rich yourself. In the past, you've probably turned down other opportunities that came up, only to discover later that you should have taken action when you had the chance. You've learned from those mistakes! **Are you ready to take action and claim the abundant prosperity that you deserve?**

**The Keys To Power Prosperity is made available on CD in Adobe .pdf format which can be read on any computer ( PC ONLY, NOT MACINTOSH! ). Price, \$12.95 postpaid! ORDER FROM:**

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## "HOW TO STOP YOUR DEPRESSION NOW!"

**Reclaim Yourself and Live Again!**

**Get the Depression Busting Tools You Need To Win the War Against Depression**

Depression is an illness that many people often sweep under a rug. However if depression is left untreated... Your life can become a living nightmare. Depression is a growing epidemic in the US, but it never gets the urgent attention it deserves. You need help and you need it now.

But you say, "I have insurance, why not just see a therapist." You may not know this, but even though you may see that therapy is covered under your plan, many insurance companies limit the number of visits you are allowed. Worse yet, some plans have an extremely limited selection of approved therapists, many of whom just put up a sign and call themselves therapists with no credentials. Additionally, talk therapy is a major time investment - meaning taking time off work and away from your family. Imagine having all the information you need right at your fingertips to use or sift through **on YOUR schedule**.

### Understand Your Depression Today!

You no longer have to deal with the all of the 'technical' books out there that leave you asking yourself "What the heck does that mean?" And you won't need to rely on a therapist who can charge up to thousands of dollars with no results.

"Stop Your Depression Now!" isn't like other books out there that deal with depression. This book is easy to read and easy to understand. **But more importantly, this book gives results.**

With "Stop Your Depression Now!" you are put in the drivers seat. You are able to quickly understand your depression. Understanding your depression is half of the battle. **This book will help you win the war!**

### HERE ARE JUST A FEW OF THE BENEFITS YOU'LL GET OUT OF THIS BOOK:

- **The Depression Indicator Test** Once you take this test you will know if you are depressed and then find out what to do about it.
- **Quickly identify which type of depression affects you.** Some depressions are much worse than others. You'll save hundreds of hours sorting through all the mis-information out there by simply reading "Stop Your Depression Now!"
- **Learn how to prevent depression from happening again.** If you've had one bout of depression, you are likely to have another. But if you follow the simple tips in this book you can avoid depression from happening again.
- **Identify depression in your loved ones...** how they talk, how they act, and how they think. Often, people do not even know that they are depressed. This affects work and personal relationships.
- **Discover the pitfalls of depression recovery and how to avoid them.** Knowing the potential pitfalls bring you that much closer to "getting back to your old self". Learn what and who you need to avoid during your recovery.
- **Find the best treatment for your personality.** All treatments are not created equal. Treatments that do wonders for others may do absolutely nothing for you.
- **Discover if you are at a higher risk for depression.** Imagine being able to identify warning signs before you even become depressed!
- **Learn how a Toxic Relationship can ruin your self-esteem.** Some people are as threatening to us as a disease like cancer. You'll learn steps to identify and get rid of those "toxins" polluting your life.
- **Understand how any serious health problem or even a simple elective surgery can cause depression.** You'll be armed with the RIGHT questions to ask your doctor and know what you must demand from him.
- **Get the lowdown on what to expect from antidepressant medications.** You'll be informed and able to insist on the right prescription for you.

Sharon Schurman is a retired, licensed clinical counselor. She spent her life treating depressed families, individuals, and corporate clients. Now she shares her years of experience with you. **"Stop Your Depression Now!"** is the complete solution for anyone who wants to overcome his/her depression. She has helped hundreds of patients using the techniques in this book. **Now it's your turn.**

You could spend hundreds, even thousands for talk therapy, or other self-help guides. But you won't have to pay that with **"Stop Your Depression Now!"** You will be able to save time and money, but most important, you will have the **"Recovery Power"** to win the battle against depression. And isn't that what you've been waiting for?



**THIS E-BOOK IS SUPPLIED IN ADOBE .PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR ONLY \$7.95 POSTPAID! JUST ASK FOR "STOP YOUR DEPRESSION NOW!"**

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## 101 Steps To Better Health



**101 Steps To Better Health** contains tips for both health and fitness that will help you lose weight, discover ways to maintain a better healthier lifestyle, and be in the best shape of your life - all the smart way!

**101 Steps To Better Health** is divided into two categories. One for health, which focuses on herbal supplements, weight loss, dieting, rest, and everything you need to know about taking care of your body on the inside.

The other section is fitness, which has both internal and external benefits. On the outside, fitness includes weight lifting, running, sports, walking, things you can do to enhance, tone, and build muscle. However, fitness also has benefits for the inside such as great cardiovascular benefits among others.

**101 Steps To Better Health** isn't just about looking better. If you have a high stress job or, as many of us do, work long hours, you need to be in good physical condition. You owe it to yourself to learn to live healthier, you owe it to yourself to get **101 Steps To Better Health** today!

**THIS E-BOOK IS SUPPLIED IN ADOBE .PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR ONLY \$4.95 POSTPAID! JUST ASK FOR "101 STEPS TO BETTER HEALTH".**



## 101 STEPS TO SUCCESS

**A Guide For Achieving Your Goals**

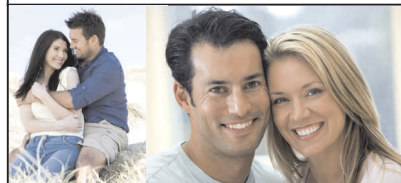
**Success . . . It means different things to different people.**

**Most people want to be successful in life. The question is, what is success?**

For example, a person that owns their own oil changing service for vehicles might set their level of success at servicing 50 cars a day while someone who loves music might consider success as cutting their own CD. In addition, success does not always have to involve money. Success could be getting a good grade in a difficult class or learning how to bake the perfect chocolate cake.

Regardless of what your specific idea of success is, there are ways to reach or even surpass your goals. In **101 Steps To Success**, we have put together 101 steps that you can use to reach your own personal idea of success. These are ways to better yourself as a person, proven methods you can apply to reach success.

Success comes in all different shapes and sizes with one common denominator. Success is important and it takes work to reach. There are goals set and then the hard work begins to reach those goals. That is why we have assembled this manual, to make your journey to your success easier. **THIS E-BOOK IS SUPPLIED IN ADOBE .PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR ONLY \$3.95 POSTPAID! JUST ASK FOR "101 STEPS TO SUCCESS".**



## 101 Steps To A Happy Relationship

Dating and marriage is different today than it was twenty years ago. In today's society, more than 50% of all marriages fail for one reason or another. Just thinking about that makes "commitment" seem scary. It seems that when relationships are faced with challenges, people quit trying. Dating is more like a marathon, trying to date as many people as possible, instead of taking time to get to know someone at a deeper level. For married couples, divorce is not biased. Whether married for thirty years or eight months, the outcome can be the same.

The fact is that relationships, whether dating or married, are hard. Things do not always go perfectly, fighting does occur, and it takes a 100% commitment from both parties to make it a success. Often when people break off a relationship, they feel as though something is missing. The "spark" has gone, leaving one or both people feeling inadequate and unfulfilled.

However, even though the odds are not very good, healthy, and long-lasting relationships are definitely possible and proven by many people. Look at Paul Newman and Joanne Woodward, Danny Devito and Rhea Perlman, or Nancy and Ronald Reagan. What secrets do they possess? The answer is that they all work hard at their relationship. They made a decision of choosing to love their mate rather than relying on the "warm and fuzzy" feelings, which everyone knows will fade. By making love a choice you are making a decision that even in the bad times, you stick it out.

Think of it like choosing a car. You pick out the make, model, year, color, and features that you believe are best for you. After driving your car for a couple of months, you realize that perhaps you should have purchased a larger car, or that maybe the leather seats would have been better, or on hot sunny days, the sunroof would have been nice. However, it is now too late so you choose to keep your car and make it work. It is the same for marriage. Not everything will be perfect and there will be major obstacles to overcome but you have made your decision and now you choose to make it work.

There are hundreds of things you can do to better your relationship. To help get you headed in the right direction, **101 Steps To A Happy Relationship** gives you 101 ways to build, strengthen, and enhance your relationship. Remember, little steps taken every day will add up to big successes. So order **101 Steps To A Happy Relationship** today for only \$4.95 ppd!!

**THIS E-BOOK IS SUPPLIED IN ADOBE .PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR ONLY \$4.95 PPD! ASK FOR "101 Steps To A Happy Relationship"**



**RECEIVE EVERY BOOK OFFERED ON THIS PAGE FOR ONLY \$12.97 PPD!**

**JUST ASK FOR "SELF - HELP" COMBO OFFER!!!**





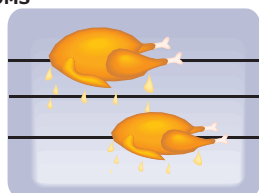
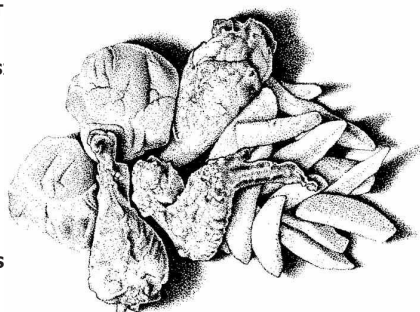
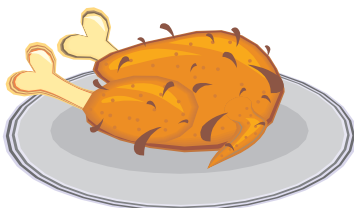
# 300 MOUTHWATERING CHICKEN RECIPES

SURE TO PLEASE YOUR TASTE BUDS!

Chicken is one of America's favorite foods and many different dishes can be created with Chicken! With **this collection of Chicken Recipes** your sure to find something everyone in your family will like!

You'll find recipes in here for **Casseroles, Enchiladas, Appetizers, Pot Pies, and more!** We've put together a small sample of just some of the recipes you'll find in this ebook.

**ORIENTAL CHICKEN TENDERS CURRIED PEANUT CHICKEN CHICKEN PECAN QUICHE APRICOT CHICKEN WINGS CHICKEN FRY ICED TEA HIDDEN VALLEY CHICKEN DRUMMIES SWEET AND SOUR CHICKEN WINGS BUFFALO-STYLE CHICKEN WINGS CRISPY CASHEW CHICKEN CURRIED CHICKEN BALLS LIGHT CHICKEN SALAD CHICKEN AND ALMOND SALAD CHICKEN SALAD CHICKEN SALAD SUPREME CHICKEN SOUP WITH TINY MEAT CHICKEN TORTELLINI SOUP MARINADE FOR CHICKEN CHINESE CHICKEN SALAD DRESS CHICKEN CASSEROLE CHICKEN POT PIE CHICKEN TIKKA HONEY SPICED CAJUN CHICKEN ITALIAN CHICKEN NO - PEEK SKILLET CHICKEN SWEET & SOUR CHICKEN CHICKEN CACCIATORE SICILIAN CHICKEN ROAST CHICKEN WITH ALMONDS WALDORF CHICKEN CHICKEN YUM YUM! CHICKEN IN ORANGE SAUCE POTTED CHICKEN WITH PEPPERS AND MUSHROOMS CORDON BLEU CHICKEN KABOBS RUSSIAN CHICKEN CHICKEN WALNUT SCALLOPED CHICKEN APRICOT CHICKEN CHICKEN A LA WORCESTERSHIRE WINE SAUCE CHICKEN ALMOND CASSEROLE CHICKEN BREASTS IN SOUR CREAM CHICKEN IN SOUR CREAM GRAVY CHICKEN BREASTS IN SOUR CREAM WITH MUSHROOMS CHICKEN BREAST WITH HONEY - WINE SAUCE CHICKEN ENCHILADAS**



Chicken is a favorite for just about everybody and it's **low in fat!** So grab your copy today of **"300 Chicken Recipes"** and you can be making **mouthwatering meals** for your family or friends tonight! This awesome collection will only cost you **\$12.95!**



THIS E-BOOK IS SUPPLIED IN ADOBE .PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR ONLY \$12.95 POSTPAID! JUST ASK FOR "300 CHICKEN RECIPES".

**RECEIVE EVERYTHING OFFERED ON THIS PAGE ON ONE CD-ROM FOR ONLY \$14.97 PPD! JUST ASK FOR "COOKING" COMBO OFFER!!!**

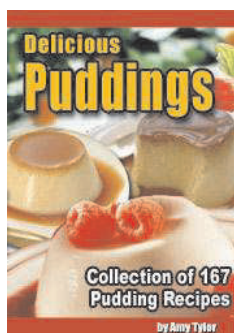
ORDER ALL ITEMS ON THIS PAGE FROM:

**XLB GRAPHICS**

DEPT. CCBO

P.O. BOX 242052

SAN ANTONIO, TEXAS 78224



# 167 DELICIOUS PUDDING RECIPES \$2.95 POSTPAID!

THIS E-BOOK IS SUPPLIED IN ADOBE.PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR ONLY \$2.95 POSTPAID! JUST ASK FOR "167 DELICIOUS PUDDING RECIPES!".

Almond Pudding  
Apple Pudding  
Apple Custard Pudding  
Apple Sponge Pudding  
Apple And Honey Pudding  
Apple And Lady-finger Pudding  
Apple Pearl Barley Pudding  
Apple Tapioca Pudding  
Apricot Pudding  
Arrow Root Pudding  
Baked Custard Pudding  
Baked Lemon Pudding  
Baked Plum Pudding  
Baked Suet Pudding  
Banana Pudding  
Batter Jam Pudding  
Batter Pudding  
Belgian Pudding  
Bird-nest Pudding  
Black Bread Pudding  
Black Pudding  
Blancmange Pudding  
Boiled Bread Pudding  
Boiled Lemon Pudding  
Boiled Potato Pudding  
Bombay Pudding  
Bread Pudding  
Bread And Butter Pudding  
Bread And Fruit Pudding  
Bread And Jam Pudding  
Buckingham Pudding  
Bun Pudding  
Brown-bread Pudding  
Calf's-foot Pudding  
Canadian Pudding  
Carrot Pudding  
Cheese Pudding  
Cherry Pudding  
Cherry Batter Pudding  
Chestnut Pudding  
Chicken Pudding  
Chocolate Almond Pudding  
Chocolate Cornstarch Pudding  
Chocolate Pudding (steamed)  
Chocolate Pudding  
Citron Pudding  
Cocoa Nut Pudding  
Cocoa Pudding  
Cocoanut Pudding  
College Puddings  
Cauliflower Pudding  
Corn Pudding  
Cormmeal Pudding  
Cornstarch Pudding  
Cream Custard Pudding  
Cream Pudding  
Cuban Pudding  
Cumberland Pudding  
Curd Pudding  
Custard And Fruit Pudding  
Custard Pudding  
Custard Pudding Without Eggs  
Cabbage Pudding  
Chestnut Pudding  
Date Pudding Fig Pudding  
French Cocoanut Pudding  
Frozen Puddings  
French-barley Pudding  
Gooseberry Pudding  
Grated Apple Pudding  
Green Pudding  
Ground Rice Pudding  
Herb Pudding  
Honey Pudding  
Huckleberry Pudding  
Hunting Pudding  
Iced Pudding  
Indian Pudding  
Jelly Puddings  
Lemon Pudding  
Lentil Flour Pudding  
Liver Pudding  
Macaroni Pudding  
Marrow Pudding  
Milk Pudding  
Noodle Pudding  
Nut Pudding  
Oatmeal Pudding  
Orange Marmalade Pudding  
Orange Pudding  
Orange Pudding  
Pancake Pudding  
Passover Pudding  
Peach Pudding  
Pearl Barley Pudding  
Pineapple Pudding  
Plum Pudding  
Potato Flour Pudding  
Potato Pudding  
Prune Pudding  
Pumpkin Pudding  
Quaking Pudding  
Queen Bread Pudding  
Railway Pudding  
Ratafia Pudding  
Rhubarb Pudding  
Rice Pudding  
Rich Bread And Butter Pudding  
Rolled Wheat Pudding  
Rum Pudding  
Rye Bread Pudding  
Sago Pudding  
Sago Pudding With Strawberry Juice  
Semolina Pudding  
Spanish Pudding  
Sponge Cake Pudding  
Squash Pudding  
Steamed Berry Pudding  
Steamed Bread Pudding  
Suet Pudding With Pears  
Summer Pudding  
Sweet Potato Pudding  
Tapioca Pudding  
Topsy Pudding  
Treacle Pudding  
Vermicelli And Macaroni Pudding  
White Pudding  
Yorkshire Pudding



# 101 CAMPING AND OUTDOOR RECIPES!

It's a fact that food just tastes better outdoors. Now with **101 Camping & Outdoor Recipes**, even campers who have never cooked anything more complicated than S'mores can make great meals and snacks over the campfire. You no longer need to sacrifice eating well just because you are not in your home kitchen. **101 Camping & Outdoor Recipes** provides you with 101 delicious, and easy-to-prepare recipes for breakfast, lunch, and dinner that are sure to make you a hit around the campfire.

**Below are some of the tasty recipes you will find inside the 101 Camping & Outdoor Recipes cookbook:**

20 Minute Hamburger Skillet Stew - Antigua Charcoal Baked Bananas - Aunt Sarah's Chili Sauce - Australian Grilled Fish - Baked Stuffed Fish - Best Damn - Peach Cobbler - Blackened Fish - Blazing Trail Mix - Buckwheat Pecan Pancakes For Camping - Burgers In Foil - Buttermilk Biscuits - Camp Au Gratin Potatoes Camp Chili - Camp Cobbler Delight - Camp Hash - Camp Pasta - Camp Potatoes Camp Stew - Camper's Baked Potatoes - Camper's Buckwheat Pancakes - Camper's Cookies - Camper's Sausage - Camper's Stew - Campers Hobo Pie Campers Pizza Pie - Campfire Biscuits - Campfire Cinnamon Coffeecake - Campfire Coffee - Campfire Fondue - Campfire Fried Rice - Campfire Hash - Campfire Pork And Beans - Cheesy Chicken Rolls - Cherry Fudge Goodies - Chicken In Foil - Cinnamon Apples - Corned Beef & Cabbage - Dutch Oven Biscuits - Dutch Oven Trout - Easy Stroganoff - Flank Steak Teriyaki - Foil Dinner Frying Pan Cookies - Great Outdoors Potatoes - Grilled Orange Egg Custard Grilled Sausage & Sweet Mustard In Tortillas - Honey Mustard Grilled Chicken Meat Loaf (Camping) - Mexican Coffee - Mountain Man Breakfast - Never Fail Dumplings - Onion Swiss Steak - Pizza Hot Dish - Polish Sausage And Cabbage Saskatoon Pemmican - Short Ribs - Sizzlin' Beef Kabobs - Spaghetti Carbonara Texas Grilled Steak W/ Texas Sweet Onions - Venison Goulash AND MORE!!!

THIS E-BOOK IS SUPPLIED IN ADOBE.PDF FORMAT ON CD READABLE ON ANY COMPUTER (PC ONLY, NOT MACS!) FOR JUST

**\$2.95 POSTPAID!**

ASK FOR "101 CAMPING & OUTDOOR RECIPES".





# NEVER Ever Lose Even One Cent Of Your Hard Earned Ad Money Again!

**AD ASSURANCE® SERVICE STOPS MONEY DOWN THE DRAIN!**

**CROSS-MARKETERS CHEER AT THE BIRTH OF THE FIRST COMPREHENSIVE PLAN TO PROTECT THEIR ADVERTISING INVESTMENTS... LEARN HOW!**

**PLEASE SAVE THIS ENTIRE PAGE. READ IT CAREFULLY WHEN YOU HAVE TIME. IT ACTUALLY CONTAINS A MINI-COURSE ON THINGS YOU CAN DO TO HELP YOU GET THE MOST FOR YOUR ADVERTISING DOLLARS!**

We want everyone reading this to benefit from it. Whenever possible, examples are given or brief explanations are made of anything mentioned. If you are a newbie to marketing, then you are lucky, as the information and examples contained here will be worth their weight in gold for the pitfalls you will learn to avoid! If you are an experienced "old-timer", you will come across portions you are familiar with, but *PLEASE force yourself to read everything... you will find some items that had never crossed your mind, and YOU WILL BE AMAZED you never thought of them before!*

## ARE YOU A CROSS-MARKETER?

Cross-Marketers are advertisers that combine the best of all worlds, using two or more media types to market their goods or services. In these examples, we'll focus on the use of PRINT MEDIA (any publication you buy, subscribe to, or regularly pick up), and the INTERNET!

As you read through printed ads, you will increasingly find that towards the end you may be referred to an internet address or link, also called a URL. *So, from now on when you see URL, we are talking about a web link... an internet address.*

If YOU run print ads and include a URL so people can go to a web address to get more details, then **YOU ARE A CROSS-MARKETER!**

## WHY DO ADVERTISERS CROSS-MARKET?

**ECONOMY and longevity of print media!** Don't you have old magazines and periodicals you hang on to for YEARS? Print media is held onto, read, reread, and sometimes acted upon years later! We code all our ads carefully, and routinely find orders coming in for items we advertised OVER TWO YEARS AGO! **Print lasts and is therefore a GREAT value!** On the internet, if you know what you are doing, you can get FULL COLOR exposure, all you could possibly need to adequately tell your story and SELL, for less than \$10 a month, and even less in some cases. Purchasing a full page PRINT ad is out of the question for most small budgets, but purchasing a multitude of small ads that include a URL to the full sales pitch is completely within reach for just about anyone now! If you are not a cross-marketer, YOU SHOULD BE, to get the best bang for your buck!

## HOW TO LOSE ALL YOUR MONEY!

You would think that some had gone to school to learn this, as they do it so well, so quickly, over and over again! This is something you don't train for, but it can happen to anyone, EASILY, if you don't know how to avoid it. **IT HAPPENED TO US!** We learned from it, and took the necessary steps to make sure the foolish things we had done were NOT REPEATED. The process we use to protect our advertising dollars is something we strictly adhere to now, *and we haven't wasted a single penny since then!*

Because the process we use to help ourselves can be used for others as well (in fact ALL cross-marketers can use this), we are offering this service to all wise enough to take advantage of it, and call it **AD ASSURANCE**. This will be fully outlined later. For now, let's

concentrate on what can go wrong, what you can do to help yourself each step of the way, and finally... *how WE can do still more for you to help you keep you ad money ALWAYS WORKING FOR YOU!!!*

## WHAT CAN GO WRONG?

### 1. "THE WEAKEST LINK"... YOUR URL!

This is a REAL example. Let's suppose we ran the following ad in a variety of display sizes all the way down to as small as a simple standard 1 column-width classified type ad:

**WORLD'S #1 WEBHOSTING COMPANY**  
UP TO 12 MONTHS FREE! TWO DOMAINS INCLUDED, UNLIMITED TRAFFIC!  
**YOU HAVE TO SEE IT TO BELIEVE IT!**  
**1and1.com/?k\_id=6649611**

THIS AD IS REAL, TYPE THE LINK IN YOUR BROWSER. NOW TRY THE LINK BENEATH THE AD. EITHER URL WORKS THE SAME!

**INFOJET.BIZ/A221** ←

Which URL is simpler? Which URL DECREASES the chance of a key stroke error? Every single extra unnecessary character added will INCREASE the chance that the person typing the address into their browser will get one character wrong, and one is all it takes to get that person to a 404 ERROR - PAGE NOT FOUND notice, and not a chance of any business for you! Just look at the CRAZY punctuation marks, a question mark, and an underscore too! You have probably seen much worse MONSTROUS URLs that are SO LONG and complicated that they do not fit on one line, and if the poor typesetter makes it fit on one line, it would be so small no one could read it!

### 2. GET RID OF THE "http://www."

This is something you can do to shorten your URL, as you see above. In print ads, YOU DO NOT NEED IT. Modern browsers automatically fill it in as you type it in. There are some old outdated hosting platforms still needing the "www." - but 98% do not, and you can easily test this out yourself. If you find that YOU MUST have the www. in your URL, then - and only then - use it.

### 3. HUMAN NATURE - Puzzling, Malicious?

**1and1.com/?k\_id=6649611** **OR** **INFOJET.BIZ/A221**

When an experienced person looks at the first URL, they can tell that the main company offering the service is 1and1.com, and that the person that will be making a commission is an affiliate whose ID is 6649611. For some inexplicable reason, a great percentage of people strip away the affiliate identifier depriving you of any commission you may have received by driving them to the site. Maybe they think that they will get a lower price by trying to go direct? *They won't*, but they do it anyway, and cheat you out of your hard earned and rightful commission for telling them about the offer! Now, study the second, simpler URL. It gives no indication of who the parent company is, nor does it disclose your affiliate ID! Yet, all of the important destination and related affiliate coding information is silently transmitted when you use the simple short URL that is assigned to your campaign if you use **AD ASSURANCE!**

## WHAT ELSE CAN GO WRONG?

**KEEP READING TO LEARN MORE!** →



#### 4. THE COMPANY COULD GO BROKE

It's been happening to some of the biggest giants in the land, it's insane not to plan for it. If it did happen, normally you would find that **ALL THE ADS you have invested in are totally WORTHLESS**, since every time anyone types in the URL given to you by the company, nothing will come up but an error message. You may have even paid for advertising yet to appear, but it will do you no good. It can easily add up to hundreds of dollars, **EVEN THOUSANDS** over a period of time... good money you invested in your print adverting, **and now it is worthless!** OR, your ad campaign could have been covered by **AD ASSURANCE**. Instead of your hard earned money going down the drain, you simply take a few breaths to collect yourself and decide on another similar product or service you want to promote, get your assigned URL from them, test it and make sure it works, then fill out your **SERVICE REQUEST** form (supplied to all) and mail it to us or simply e-mail us your **SERVICE REQUEST**. We then throw the "switches" on our end and **all those ads you have floating around continue to work hard for you, INSTANTLY, seamlessly, taking your prospects to your new offer... AMAZING!**

#### 5. THE COMPANY CHANGED SERVERS, etc.

If the company you are promoting for changes servers, hosting company, their tracking or accounting system, or anything of that sort, you probably have experienced the "here is your new URL message" telling you that from now on you should use the **NEW** link they just sent you, etc., and once again - all your **PRINTED ADS** are rendered **USELESS! NOT WITH AD ASSURANCE!** You just communicate your new link to us, we make the changes here in **OUR** system, and all your old print ads that you have used your **AD ASSURANCE** URL in continue to send leads **TO YOUR NEW LINK**, and you keep getting your rightful sales and commissions!

#### 6. YOU DECIDE TO CHANGE PROMOTIONS

If you decide you just don't want to keep promoting the current service or offer, **FOR WHATEVER REASON**, you just choose what you want to start promoting, then send us the your new affiliate URL, and anyone surfing to the your **AD ASSURANCE** URL is automatically sent to your new offer - **YOUR OLD ADS KEEP WORKING FOR YOU!**

**AND OTHER PROBLEMS TOO NUMEROUS TO MENTION!**

**AD ASSURANCE® CUTS STRAIGHT THROUGH THESE PROBLEMS BY DOING THIS FOR YOU!**

### **PROBLEMS SOLVED! AD ASSURANCE® DOES ALL THIS FOR YOU...**

- ① **IMMEDIATELY**, we issue you the **KEY** to your security... your **AD ASSURANCE** URL! Your unique URL is the secret to your success as you use it in **ALL YOUR PRINT ADS** associated with your promotional campaign.
- ② We send you a supply of fast, simple, **EASY SERVICE REQUEST** forms to use when you need us to update your **AD ASSURANCE** URL! There is **NO LIMIT** to the number of service requests you can make per year!
- ③ We also supply you with a **DEDICATED** e-mail address you can contact us at to request **IMMEDIATE SERVICE... no wasted precious time waiting on Snail Mail USPS!**
- ④ Throughout the year we **MONITOR** your "destination" URL... Chances are we'll know if changes adversely affecting you have occurred **BEFORE YOU KNOW**, and we will notify you!
- ⑤ Your **AD ASSURANCE** URL is **NOT** case-sensitive, does not need "www.", is very short to eliminate keystroke errors, and can be printed **LARGE** on **ONE LINE** of even the most narrow columns, **GREAT** for classifieds!

### **ORDER NOW, GET THESE TWO BONUSES!**

**BONUS 1**  
**HOW TO PROMOTE SEVERAL CAMPAIGNS  
WITH ONLY ONE AD ASSURANCE ACCOUNT!**  
WE TAKE YOU BY THE HAND AND HELP YOU GET THE  
MOST USE FROM JUST ONE ACCOUNT WITH US...  
**SIMPLE TO DO WHEN WE SHOW YOU HOW!**

**BONUS 2**  
**HOW TO BUILD AD EQUITY WITH YOUR  
AD ASSURANCE ACCOUNT!**  
BY KEEPING YOUR ACCOUNT WITH US YEAR AFTER YEAR,  
THE "FOLLOWING" YOU DEVELOP BUILDS VALUE, AND WE  
SHOW YOU HOW TO SELL YOUR AD EQUITY IF YOU WANT!  
**BET YOU NEVER THOUGHT OF DOING THAT!**

**INCREDIBLY LOW PRICED!**  
**FIRST YEAR**  
**\$30.00**  
**ANNUAL RENEWALS ONLY**  
**\$10.00!**

### **ORDER NOW!**

☐ I am enclosing \$30.00 for **ONE FULL YEAR SERVICE!**  
I am paying by ☐ CASH ☐ CHECK ☐ MONEY ORDER  
MONEY ORDERS RECEIVE FASTEST SERVICE, CHECKS HELD  
UNTIL CLEARED BY BANK, **NOT RESPONSIBLE FOR CASH SENT!**  
**SERVICE RENEWS AT ONLY \$10.00 PER YEAR THEREAFTER!**

**SEND ALL ORDERS TO:**  
**XLB GRAPHICS**  
**DEPT. AA07**  
**P.O. BOX 242052**  
**SAN ANTONIO, TEXAS 78224**

DO YOU ALREADY KNOW THE EXACT URL YOU WANT ASSOCIATED WITH  
AD ASSURANCE? ☐ YES ☐ NO IF "YES", THEN VERY CAREFULLY  
PRINT THE URL IN THE SPACE PROVIDED BELOW

### **Yes! I WANT AD ASSURANCE!**

I understand that for **ONE FULL YEAR** my assigned **AD ASSURANCE** URL will faithfully work to safeguard my advertising campaign investment. I am entitled to as many service updates as I may need throughout the year so that my specially assigned URL can continue to **MAKE MY PRINT ADS WORK FOR ME NO MATTER WHAT CHANGES OTHERS MAKE THAT WOULD OTHERWISE RENDER MY PRINT ADS USELESS.**

**I WILL RECEIVE MY AD ASSURANCE URL, UNLIMITED SERVICE UPDATES, AND THE BONUSES EXPLAINING HOW I CAN RUN MULTIPLE PROMOTIONS WITH ONLY ONE ACCOUNT, ALONG WITH EYE OPENING DETAILS ON HOW TO SELL MY AD EQUITY... SOMETHING I NEVER EVEN THOUGHT OF!!!**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

E-Mail: \_\_\_\_\_

# HOW TO FILL OUT YOUR FORMS

This section, as most others, is quite self-explanatory. List all the information regarding who you placed your ad order through, for your records.

These forms can be cut apart into 1/3 page size and saved in a central file system, most easily stored in a #10 business envelope, so you can quickly get to them.

Mention the name of the publication, vol., issue # and page, where you saw the ad you ordered your advertising from, or attach a copy of the adsheet with ad circled.

Check your type of ad... Display or Classified.

**A** If your ad was written to pull in enquiries, maybe you requested a stamp, or a dollar, etc. If each enquiry brings in anything, write the value here.

**B** Calculate the cost of filling the enquiry by including the cost of postage, the envelope, and the cost of the printed information you are enclosing... everything costs! Total your costs to fill each inquiry and fill it in this space.

## DETERMINING AD PROFIT

COST OF AD, PROFIT ON TOTAL NUMBER OF ORDERS RECEIVED, and PROFIT ON TOTAL NUMBER OF ORDERS RECEIVED should all be added together to reach the determination of whether the ad LOST, or PROFITED, and the results should be entered HERE

\*Once you know for a fact that your ad is truly in circulation, you should allow up to SIX MONTHS before deciding the ad has yielded all results. We have tracked ad results for ads placed YEARS AGO, as people sometimes hang on to ads and "think" and "dream" before ordering!!

SOME ADS FOR AIDS TO HELP YOUR AD CAMPAIGN:

**HOW TO WRITE CLASSIFIED ADS THAT GET RESULTS NOW!** **3.00**

THERE IS A TECHNIQUE TO USING ONLY THE MINIMUM NUMBER OF WORDS TO AROUSE INTEREST AND GET THE ORDER! SEE IT DEMONSTRATED STEP-BY-STEP! LEARN TO \* SAY THE LEAST \* SPEND THE LEAST \* GET THE HIGHEST RESPONSE TO YOUR ADS! NOW, JUST \$3.00! REPRINT RIGHTS INCLUDED WITH YOUR ORDER!

XLB GRAPHICS - DEPT. CA7  
P.O. BOX 242052 - SAN ANTONIO, TX 78224

**850 WORDS & PHRASES THAT SELL LIKE CRAZY!**

SPENDING LOTS OF \$\$\$ BUT GETTING NO RESULTS? IT ALL DEPENDS ON THE WORDS YOU USE! FOR LESS THAN 1¢ EACH YOU WILL LEARN THE 850 MAGICAL WORDS & PHRASES THAT CAN TRANSFORM EVEN SMALL CLASSIFIED ADS INTO MIGHTY MONEY MAGNETS! ONLY \$4.95 PPD!

XLB GRAPHICS - DEPT. CA7  
P.O. BOX 242052 - SAN ANTONIO, TX 78224

## ADVERTISING RESPONSE RECORDS

AD PLACED IN \_\_\_\_\_  
CIRCULATION \_\_\_\_\_  
PLACED THROUGH \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

DATE AD SENT IN \_\_\_\_\_ SHOULD RECEIVE CHECKING OR CO. PUBLISHING COPIES BY \_\_\_\_\_ THEIR AD WAS SEEN IN \_\_\_\_\_

CIRCULAR MAILING, PRINTING & MAILING, AD IN A CIRCULAR, PUBLICATION, OTHER \_\_\_\_\_

TYPE OF AD: ☐ DISPLAY ☐ CLASSIFIED COST OF AD \$ \_\_\_\_\_  
PAID IN: ☐ CASH ☐ CHECK ☐ MONEY ORDER ☐ STAMPS

AD COPY SENT IN: (write in or attach copy to this section)

AD KEY OR DEPT. NO. \_\_\_\_\_

ENQUIRIES: (scratch out one number, starting with 1, each time you get an Enquiry): 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50. TOTAL NUMBER OF ENQUIRIES RECEIVED (last number scratched out) \_\_\_\_\_ EACH ENQUIRY BRINGS IN **A** COST TO FILL EACH **B** PROFIT ON EACH **C** \_\_\_\_\_ (now multiply your profit on each by the total number of enquiries received) PROFIT ON TOTAL NUMBER OF

Enquiries RECEIVED \_\_\_\_\_

ORDERS: (scratch out one number, starting with 1, each time you get an order): 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50. TOTAL NUMBER OF ORDERS RECEIVED (last number scratched out) \_\_\_\_\_

EACH ORDER BRINGS IN **D** COST TO FILL EACH **E** PROFIT ON EACH **F** (now multiply your profit on each by the total number of orders received) PROFIT ON TOTAL NUMBER OF ORDERS RECEIVED \_\_\_\_\_ NOW ADD THE TOTAL PROFITS FROM YOUR ENQUIRIES & ORDERS AND SUBTRACT THE COST OF YOUR AD FROM YOUR COMBINED PROFITS.

☐ AD PROFITED ☐ AD LOST \$ \_\_\_\_\_  
AD RESULTS: ☐ BAD ☐ FAIR ☐ GOOD ☐ EXCELLENT

REMARKS AND NOTES ON REVERSE

© COPYRIGHT 1997 - 2010 XLB GRAPHICS

**100 WAYS TO INCREASE MAIL ORDER PROFITS!**  
GRADE YOURSELF BY USING THIS DETAILED DISCLOSURE OF WHAT YOU SHOULD BE DOING. IF YOU SCORE LESS THAN 85%, CORRECT THINGS NOW TO MAKE THE PROFITS YOU DESERVE! ONLY \$4.95 POSTPAID! REPRINT RIGHTS INCLUDED WITH YOUR ORDER!  
XLB GRAPHICS - DEPT. CA3  
P.O. BOX 242052 - SAN ANTONIO, TX 78224

Co-publishing copies are copies sent to you by some publishers, like POPULAR ADVERTISER, where you mail some copies in return for a commission on ad orders. Or, you may only be expecting a checking copy with your ads. In either case, fill in a date by which you should expect your copies so you can follow up if you do not receive anything.

How much did your ad cost you, and how did you pay for it?

Write you ad copy here, or on the back, or attach a copy of the ad you submitted.

Did you KEY your ad so you can monitor results??? You must KEY CODE your ads to tell which are bringing you the response!

Every time you receive an enquiry, SCRATCH OUT one number, beginning with 1. When you feel the ad has pulled all it will\*, just look at the last number you scratched out for the total number of enquiries received.

**C** For the PROFIT on each enquiry, SUBTRACT B from A and list in area C. If this is a LOSS, list as a negative number. **A** - **B** = **C**

MULTIPLY TOTAL NUMBER OF ENQUIRIES BY **C**

Every time you receive an order, SCRATCH OUT one number, beginning with 1. When you feel the ad has pulled all it will\*, just look at the last number you scratched out for the total number of orders received.

**D** If your ad was written to pull in orders, write what you are charging for the item here.

**E** Calculate the cost of filling the order by including the cost of the item, postage, packing materials, etc... everything costs! Total your cost to fill each order and fill it in this space.

**F** For the PROFIT on each order, SUBTRACT E from D and list in area F. If this is a LOSS, list as a negative number. **D** - **E** = **F**

MULTIPLY TOTAL NUMBER OF ORDERS BY **F**

LIST NOTES TO YOURSELF ON THE BACK OF THE FORM



ADVERTISING RESPONSE RECORDS

AD PLACED IN \_\_\_\_\_  
CIRCULATION \_\_\_\_\_  
PLACED THROUGH \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
DATE AD SENT IN \_\_\_\_\_ SHOULD RECEIVE CHECKING OR CO-PUBLISHING COPIES BY \_\_\_\_\_ THEIR AD WAS SEEN IN \_\_\_\_\_  
CIRCLE METHOD OF ADVERTISING  
CIRCULAR MAILING, PRINTING & MAILING, AD IN A CIRCULAR, PUBLICATION, OTHER \_\_\_\_\_  
TYPE OF AD: ☐ DISPLAY ☐ CLASSIFIED COST OF AD \$ \_\_\_\_\_  
PAID IN: ☐ CASH ☐ CHECK ☐ MONEY ORDER ☐ STAMPS  
AD COPY SENT IN: (write in or attach copy to this section)

AD KEY OR  
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REMARKS AND NOTES ON REVERSE

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***Below you will find ads you can use to sell TRACK YOUR ADS  
EASILY - ADVERTISING RESPONSE RECORDS***

The actual product is also enclosed, with instructions. Just copy it to fill orders!  
SEND THIS PAGE TO YOUR CUSTOMERS SO THEY CAN PASTE THEIR  
NAME IN. **THANK YOU FOR YOUR ORDER!**

**TRACK YOUR ADS EASILY!**

**INSTANTLY KNOW WHICH OF YOUR ADS IS PULLING! AT A GLANCE, YOU WILL KNOW WHICH ADS & PUBLICATIONS ARE MAKING MONEY FOR YOU! EACH FORM TRACKS 50 INQUIRIES AND 50 ORDERS, TELLS YOU EVERYTHING YOU NEED TO KNOW ABOUT YOUR AD, TOTAL PROFIT AFTER AD COST, EVEN COST / PROFIT OF FILLING INQUIRIES! ALL INFO AT YOUR FINGERTIPS - INCREDIBLE! RECEIVE CAMERA READY MASTER, COPY & RESELL RIGHTS, \$3.00 POSTPAID!**

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**IF YOU DO NOT HAVE A SUITABLE "PASTE UP" OF YOUR NAME AND ADDRESS FOR THE ADS ABOVE, SEND JUST \$3.00 (cash, money order, or stamps... NO CHECKS PLEASE!) TO:**

**XLB GRAPHICS**

**BOX 242052**

**SAN ANTONIO, TX 78224**

**AND REQUEST 'TRACK YOUR ADS EASILY AD PACKAGE'. Be sure to clearly PRINT your name and address. You will receive a set of 27 prints of the above ads with your name and address professionally typeset IN PLACE ready to insert in any publications you choose, PLUS we will individually key-code each sequentially so you can monitor and keep track of results!**