

The Modern, Simple \$100 Per Day Plan

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The Modern, Simple \$100 Per Day Plan

This plan is an old-time proven dollar-puller which is just as effective today as when it was first conceived many years ago.

Not only is this plan profitable in itself but is an ideal method to obtain names for promotion of other offers.

Here s how this simple plan works:

Run ads similar to this suggested copy:

HOW WOULD YOU LIKE TO RECEIVE 100 LETTERS A DAY EACH CONTAINING \$1.00? COPY OF PLAN AND 15 FORMULAS ONLY \$1.00. RUSH A DOLLAR TO...(YOUR NAME AND ADDRESS)

The money-saving formulas are:

EYEGLOSS CLEANER - Mix together 8 oz. ammonia and 32 oz. denatured alcohol. If you wish to sell the product, it can be put in 1/2 oz. bottles and retailed for \$1.00. MOSQUITO REPELLENT - Mix oil of citronella in common vaseline and apply to hands or on collar of shirt or on a cloth or handkerchief which may be tied around the neck.

LIQUID SOAP - Shave 2 cakes of laundry soap into 2 gallons of boiling water, add one box sal soda (2 1/2 lbs). Reduce heat but do not remove from fire until sal soda is dissolved. When cool, add one cup of household ammonia. When this solution has cooled you will have about 2 1/2 gallons of good liquid soap.

LIQUID HAND SOAP - Dissolve any good powdered soap in boiling water. Add one part alcohol to each 4 parts of soap solution. Perfume base or scent may be added it desired when the solution is cooled.

POWDERED HAND SOAP - Put ordinary trisodium phosphate in sifter or mix 7 oz. of trisodium phosphate in sifter with 3 oz. of fine powdered pumice.

INSECT AND ROACH EXTERMINATOR - Mix the following: 1 oz. cocoa powder, 1 lb. Borax, 6 oz. powdered sugar, 2 oz. sodium fluoride. Mix well and sprinkle around the areas where insects frequent.

ATHLETES FOOT REMEDY - Mix 4 oz. Borax with a gallon of water. Helps get rid of sores on feet as well. This remedy of for use on feet only.

LIQUID TERMITE KILLER - Dissolve 2 lbs. of Paradichlorbenzine

into 1 gallon of water. Spray or brush on the areas where termites enter.

WINDSHIELD CLEANER - Mix together 3 parts Glycerine, 1 part Alcohol and 2 parts water. Shake well. This formula also prevents steam and frost from forming on the windshield.

WASHING POWDER - Mix together thoroughly 15 parts Sodium Sesquicarbonate with 5 parts Trisodium Phosphate. To use, add to the wash water like any other washing powder. Gives excellent cleaning results.

NAIL POLISH REMOVER - Mix 6 parts Acetone with 4 parts Ethyl Acetate.

TOILET BOWL CLEANER - Use straight Potassium Acid Sulfate. Sprinkle in the bowl, allow to stand for one hour, then clean with a brush.

WEED KILLER - Mix thoroughly 1 lb. of Ferrous Sulfate into 3 gallons of water. To use, spray this solution over weeded areas at sundown.

DRAIN PIPE CLEANER - Use plain Sodium Hydroxide. Material is toxic, so keep away from skin or clothing.

COCKROACH KILLER - Mix together equal parts of Plaster of Paris and Oatmeal. Sprinkle around areas where cockroaches appear.

These formulas can save you a considerable amount of money for these necessary every-day household products. If you plan to sell any chemical formulas commercially, the preparations may be subject to the Federal Food, Drug and Cosmetic and Labeling Act. You can obtain detailed information on such regulations by requesting a free copy of digest of the Federal Food, Drug and Cosmetic Act, from The Federal Food and Drug Administration, Washington, D.C. 20402.

Ingredients for these formulas may be obtained from drug stores, hardware stores or chemical supply houses in your area. If the material is not available locally, write to the following suppliers (typewritten letter on business letterhead).

CHEMICALS:

Deluxe Scientific Co., 507 Huron, Manitowoc, WI 54220
Frey Scientific Co., 465 S. Diamond, Mansfield, OH 44096
Robeco Chemicals Inc., 51 Madison Ave., New York, NY 10010

COLORS & DYE STUFFS:

Fexandie & Sperrle, Inc., 205 Fulton St., New York, NY 10014

PERFUME BASES & FLOWER OILS:

Reynaud Ltd., 2109 summit Ave., Union City, NJ 07087

Dodge & Olcott Inc., 180 Varick St., New York, NY 10014

DETERGENT & SOAP BASES:

Duveen Soap Corp., 40 West 57th St., New York, NY 10019

Ironite Chemical Co., 200 Bush St., San Francisco, CA 94101

CONCENTRATED FOOD FLAVORS & COSMETIC BASES:

Quality Chemical Co., 20030 Russell St., Detroit, MI 48203

Names and addresses of other suppliers may be located under appropriate headings or classifications in the Thomas Register or McRae's Blue Book, either directory may be found in most public libraries.

To put this plan into operation it is necessary, of course, to advertise the \$1.00 plan. This can be done by placing the suggested ad in the classified sections of publications with inexpensive rates--such as mail order ad sheets or publications, magazines, or neighborhood newspapers. Later, when your budget allows for greater or wider promotion, you can place ads in the business opportunity and money-making sections of magazines with larger circulation.

It is also possible to place your offer as a notice on bulletin boards in heavy-traffic areas such as super markets, public halls, etc.

When order come in, have a copy of this report reproduced. It will cost just a few pennies per copy to have it printed. Then mail this report to the people who responded to your ad and submitted the dollar payment. Your customers, in turn, will receive their moneys worth in information value and the opportunity to put this plan to work for themselves.

Bear in mind, too, that this plan can be adopted for many other types of offers. Instead of formulas you could offer recipes, business information, or thousands of different matters that people want to learn about. Just change the ad copy to fit your particular offer.

The statement 100 letters a day, each containing \$1.00 is, of course, rather ambiguous. There is no scientific method to assure an exact figure for mail order sales or profits. It depends on many factors, such as the amount of advertising or promotion you put forth, and the percentage of orders you receive from this effort. \$100 per day is surely possible; it could even be a lot more.

As mentioned before, this plan is about as sure fire as anything devised for sale through the mail. It requires very little investment and is simple and convenient to operate.

It is probably the easiest method for an individual to start a mail order business and gain experience in this field. And, to emphasize an earlier statement, this is an ideal program to obtain prospect names for other offers.