

SCIENCE NEWS

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**"THE
WORLD'S BEST
NEGOTIATOR"**
--PLAYBOY MAGAZINE

**HERB
COHEN**
says of his new
best selling book



"YOU CAN NEGOTIATE ANYTHING"

"Regardless of what you do, I can show you how to get what you want. How well you negotiate with the people you meet every day determines how well you do in life."

Learn To Get What You Want In Your Day-To-Day Encounters With Others From Herb Cohen Who, For The Last 30 Years, Has Conducted More Than 6,000 Negotiations . . . And Who Lectures At Harvard, Columbia University, The Brookings Institution, and The FBI Academy . . . And Who Is A Consultant To Key People In The Executive Branch Of Our Government.

Husbands negotiate with wives, and wives with husbands. Negotiations occur with a traffic cop who is poised to write you a ticket, with a store manager reluctant to accept your personal check, with a landlord who fails to provide you with essential services. Parents even negotiate with their children!

Most individuals are not aware that these are negotiations. They think negotiating is something done only by labor leaders and diplomats. That's why they lose out and find themselves constantly being taken advantage of in the day-to-day give and take of dealing with other people.

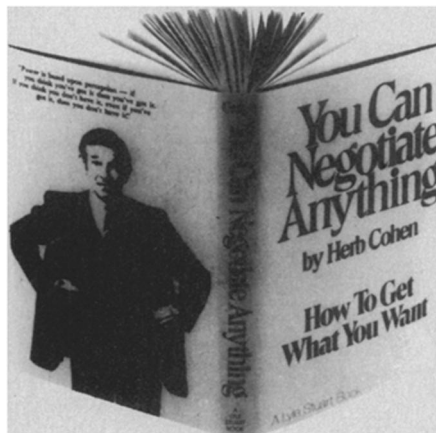
Now you can learn the proven way to gain the edge, get the upper hand, and come out on top regardless of what you do or who you are.

In the pages of **YOU CAN NEGOTIATE ANYTHING**, Herb Cohen tells you exactly how to develop this skill, the ways to employ it, and when to use it casually and effectively.

Herb Cohen, an internationally-recognized expert on the skill of negotiating, has participated in more than 6,000 negotiations as a lawyer, consultant, and businessman over a 30-year period. As a consultant to private individuals, governments, and "Fortune 500" Corporations, he is one of the highest paid professionals in the world.

As the President of his own consulting firm, The Power Negotiations Institute of Northbrook, Illinois, Cohen is on the road 200 days a year practicing his techniques and giving lectures to private citizens and government leaders throughout the world.

He has appeared on many radio and television shows including CBS News, Tom Snyder's Tomorrow Show, The Larry King Show, Kup's Show, and scores of others. His penetrating insights into the positive use of power have been the subject of articles in such respected periodicals as *Industry Week*, *Playboy*, *The Chicago Tribune*, *The San Francisco Chronicle*, *The Chicago Sun-Times*, and *The Atlanta Constitution*.



A Skill Anyone Can Now Develop

In **YOU CAN NEGOTIATE ANYTHING**, for the first time Herb Cohen shares his remarkable skill with the general public and teaches how to polish it to a high degree of sophistication.

In plain, easy-to-understand language, you'll discover how to effectively deal with your boss, casual acquaintances, best friends, neighbors, office workers, store personnel, lawyers, employees . . . even your mate!

This practical book represents the most in-depth, comprehensive work presently available to the average man or woman who wishes to improve his or her ability to deal with people.

Get your copy of **YOU CAN NEGOTIATE ANYTHING** at your local bookshop, or for quick, safe delivery, use the handy coupon below.

Enclosed is a check or M/O for \$12 plus \$2.00 postage and handling for each **YOU CAN NEGOTIATE ANYTHING** by Herb Cohen ordered.

My name: _____

Address: _____

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State: _____ Zip: _____

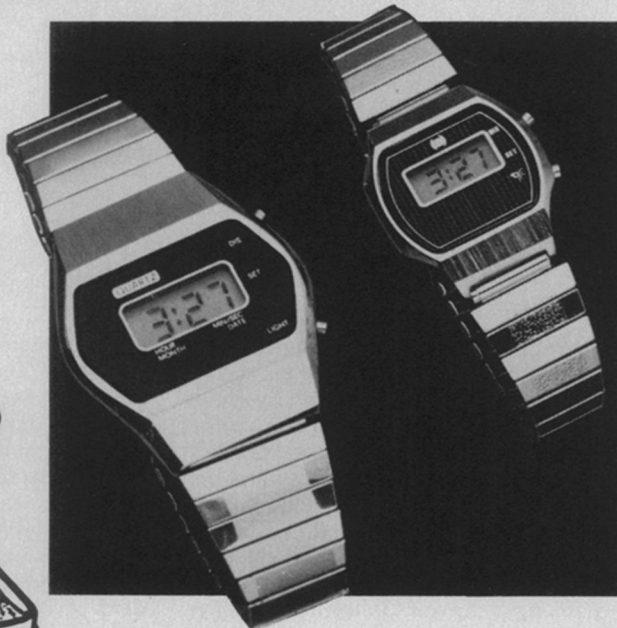
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NOW AVAILABLE AT BOOKSTORES EVERYWHERE!

Imagine! Quartz LCD Watches

WITH COMFORTABLE TAPERED-TWIST BAND

now
only
\$12⁹⁵



Just a few short years ago you wouldn't have been able to buy a watch like this for less than \$100 to \$150.

Recently, thanks to space age technology, Quartz LCD watches are selling for \$30 to \$50 in stores all across the country. Today, thanks to one of our buyers with a real eye for value, you can buy a fine men's or ladies' Quartz LCD watch for only \$12.95.

Now, these aren't discount store or drug store watches. They're superbly-crafted, durable, high-style watches that aren't easy to tell from watches that sell for four to five times as much. They're covered by a one-year warranty!

Each one has rugged, attractive tapered-twist band. You have a choice of elegant, understated colors—either Goldtone or Silvertone and each one comes to you in a handsome jewelry store gift-box.

Each of these quality 6-function LCD watches has an easy-to-set, easy-to-read large display that instantly shows you:

- The hour
- The minutes
- The date
- The seconds
- The month

There's even a light to make it easy for you to read in the dark.

When you come right down to it, there's really only one problem with these Quartz LCD watches—once they're gone, we may not be able to get any more that they can sell at this low price.

So, whether you're shopping for yourself or for gifts, make sure you don't miss out. Mail this coupon along with your \$12.95 (plus \$1.50 postage and handling) for each watch.

Remember, you don't have to tell anyone what you paid for your Quartz LCD watch.

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Please send me the following Quartz LCD Watch(s) at \$12.95 each plus \$1.50 per watch for postage and handling.

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 Ladies' Quartz LCD Watch in Goldtone Silvertone

I enclose \$_____ or please charge my Master Card Visa

SIGNATURE _____

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Cash Paid For These Household Items

If you have any old comic books . . . plates . . . newspapers . . . spoons . . . old photographs . . . fruit jars . . . bottles . . . baseball cards . . . old toys . . . books . . . stamps . . . coins, etc., I have news that could put extra money in your pocket.

I've been collecting things for 20 years. I visit flea markets, garage sales, church auctions and rummage sales looking for treasures most people think are worthless. In recent years, I've been amazed how prices for some of these "worthless" items have been skyrocketing on the collectors' market. One exceptional Howdy Doody toy at \$3 in 1953 now brings \$150; a 1961 edition of the book *Catch 22* brings \$200; a plate at \$25 in 1965 sells for \$500; a one-cent baseball card distributed in 1963 brings \$1,200.

Lady Finds \$20,000

Yes! Collectors' items no longer have to be old to be valuable. Furthermore, there's no telling where these valuable but overlooked treasures will turn up. Just the other day, I heard about a Massachusetts school teacher who picked up a water color painting at a church auction for 35 cents. Years later, the story goes, she learned of its real value and sold it for \$20,000.

To make it easier for you to pick out and make money on treasures you might otherwise overlook or throw away, I have a giant price guide to collectors' items of all kinds. It's packed full of current prices, photos, illustrations, descriptions, and information on 600 different kinds of items people will buy from you on the collectors' market. More than 45,000 items and prices are listed. Everything from teacups to postcards to fruit jars. Think of it! Odds and ends in your home may be more valuable than you think. But how can you know which ones are valuable and how much you can expect to get for them? This guide has the answers. It's loaded with collecting information that's helped many people find a small fortune in their homes.

Now this guide is available to you. There's no hard-to-understand collecting jargon or phrases. Just the facts in a form that can't help but open your eyes to the treasures you may be overlooking every day. If you do nothing else today, resolve to read it yourself or give it to a friend. Millions of people think items in their attic, basement or garage are next to worthless. I guarantee you won't after opening this guide. If it doesn't pay for itself many times over in the treasure it helps you find, return it for a full and prompt refund. Only \$10.95 postpaid. Act now and receive F R E E catalog of other money-making books on collectors' treasures you may find hidden in your home. Mail to: The Hitching Post, Dept. 28, 48 Cedar Street, Stony Brook, N.Y. 11790.