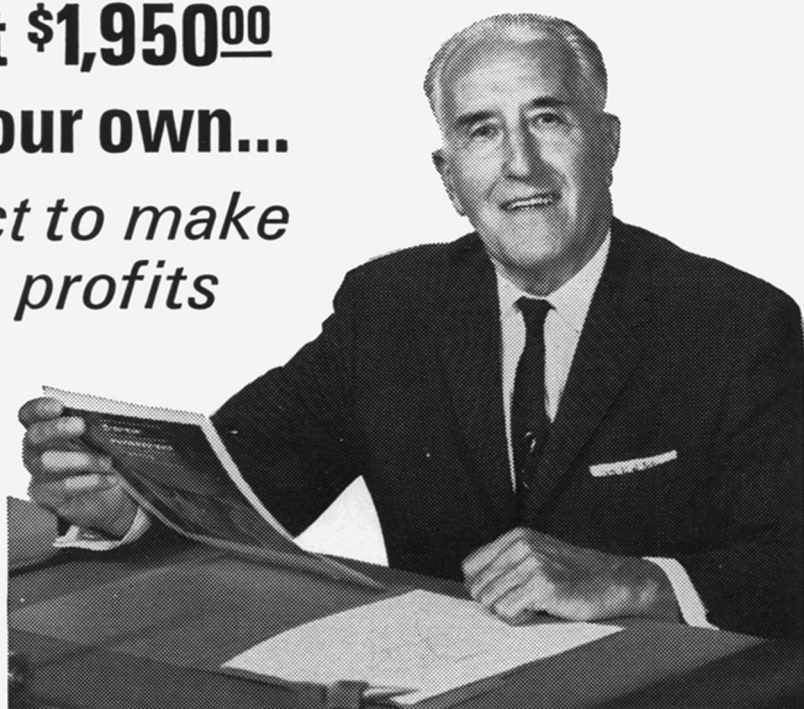


Would you invest \$1,950⁰⁰ in a business of your own... *if you could expect to make \$2,000 or more in profits every month?*

Would you be interested in such a business right now, if you could be certain of success before resigning your present position or giving up your present pay check? If your answer is "yes" send your name today for complete details, mailed free to your home.

By Jerome S. Shaw, Chairman of the Board.



Though less than five years old, our company already has started more than 400 men or women or man-and-wife teams in one of the most rapidly growing private businesses of the decade. It is a business which you can completely own and control, yet have the training, the financing, and the continuing help of the parent company. It is a business in which you make profits not only on your own efforts, but many times more from the work of others whom you supervise.

It is such a business that we invite ambitious men to consider. With a spectacular record of response in many areas of the United States, our corporation is now ready to appoint Pathway Plan Sales Coordinators in a limited number of additional marketing areas. Our success and the success of our coordinators has been built on two things—Product and Plan. Both are unique.

In describing just one of our products, a highly regarded marketing consultant said:

"Seldom have I had a product submitted which so completely meets the requirements for instant public acceptance; for tremendous volume; for substantial profit margin; and for sustained and growing repeat business. The fact that \$3 worth of Haste[®] gives the housewife the equivalent of about \$30 worth of products she now buys from the supermarket, makes her an eager and steady customer. The fact that all your products are used up and bought over and over gives your franchised Sales Coordinators a growth and profit potential found in very few other non-food products."

All the Pathway Products are the result of modern technological advances in the research laboratory. Based on Space-age knowledge, they were designed primarily to make household chores easier for the housewife; secondly to make demonstrations so dramatic that the housewife who witnesses their action cannot resist buying.

The second factor which makes possible a profit potential of \$2,000 a month or more is the Pathway Plan. No Pathway Product is to be found in any retail store. As Sales Coordinator in your area you may have from five to 30 people acting as your distributors. Since they must get their products from you as Coordinator, you make a profit on everything they sell.

If you have the desire, and if you can qualify for one of the areas now to be opened, you will receive complete training in all facets of the operation of your business. You will be shown how to hire and train others, how to keep records, how to build for steady growth. Experienced members of the headquarters staff will work with you in making a successful start and then will be available for help and guidance in promoting the rapid expansion of your business.

The Pathway Plan gives you many of the advantages usually found only in a costly franchise. Yet there is no "franchise fee" and no continuing royalty to pay. You will see that your initial investment will be rapidly recovered through product inventory which when sold by your staff will return in profits the entire cost of starting your business. Your total investment is \$4950 but for responsible men or women, Pathway will arrange financing for as much as \$3000, so that your initial cash investment need not be more than \$1950.

The Pathway Plan is not for you unless you have the determination to become personally and

financially independent in a business of your own. To learn more, without obligation, merely send your name.

We will be glad to mail complete information free and with no obligation. Read the facts in the privacy of your home. Discuss the opportunity with other members of your family. Then, if you are interested in learning more about one of the areas now available, we will arrange for a personal interview during which we will reveal every detail of the Pathway Plan and acquaint you with every unique Product in the Pathway Line. Based on what you learn, you can then decide whether you wish to apply for appointment as a Sales Coordinator.

Asking for this information does not obligate you in any way. Merely mail the "Request for Information" printed below. But do not delay as the areas which are now open for new Coordinators may be closed within the next few weeks. Delay of even a few days might deprive you of this opportunity.

Executive offices and National Training Center, Verona, N.J.

REQUEST FOR INFORMATION

PATHWAY PRODUCTS CORPORATION, Dept. 9-959
60 Pompton Avenue, Verona, N.J. 07044

Gentlemen: I am interested in receiving more information on the Pathway Plan and Products. Please Mail complete details without obligation. No salesman is to call on me, but after reading, I will let you know if I wish to discuss the potential in my area with a company executive. If I do decide to apply for appointment as Sales Coordinator, I can make an investment of \$1950. If I do apply I will want to be considered for...

(name of town) _____

Name _____

Address _____

City _____

State & Zip _____



PATHWAY PRODUCTS CORPORATION

60 Pompton Avenue, Dept. 9-959 Verona, N.J. 07044

september 6, 1969/vol. 96/science news/189

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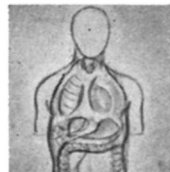
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