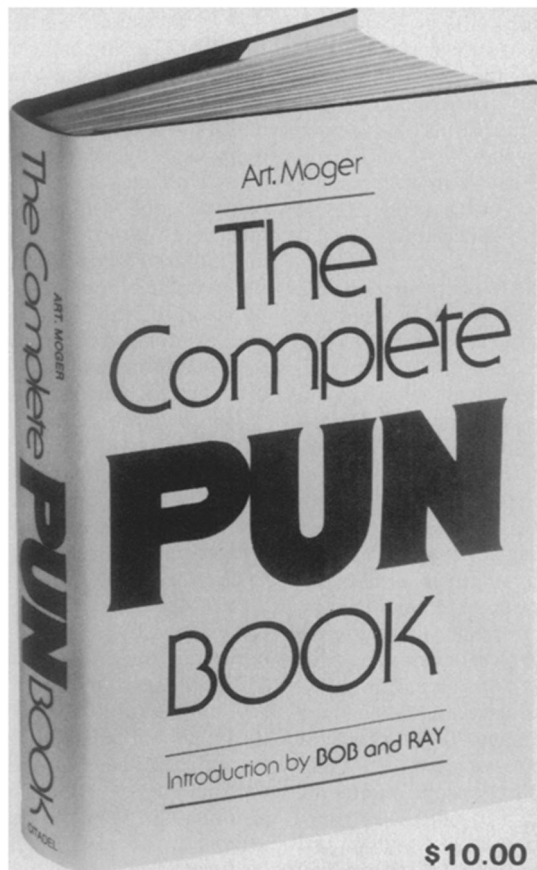


**"THE GROSS IS ALWAYS GREENER IN THE OTHER FELLOW'S YARD" says an investment broker after reading the hilarious new COMPLETE PUN BOOK.**

**Art. Moger collected the puns. Bob and Ray wrote the introduction. You'll do the laughing!**

**THE COMPLETE PUN BOOK shows how a low form of wit creates a high level of laughter.**

**Here is a riotously funny pun-ishment for the millions who can't resist giving a word a twist . . . and ammunition for any occasion from famous movie, stage and TV wags, as well as the wits of Wall Street and Washington. Plus gems from poets and pun-dits.**



**THE COMPLETE PUN BOOK includes an Appundix, a Punabridged Dictionary and a collection of the best—and worst—jokes in the world. Like the fortune-teller who loved her work, you'll have a ball. And there are puntifical observations by Edwin Newman, Harry Golden and Willard R. Espy, among other punsters.**

**This is a book you've got to love for the sheer pun of it!**

**CITADEL PRESS INC—120 Enterprise Avenue, Secaucus, NJ 07094 Dept: SN 4-81**

**Please send me \_\_\_\_\_ copies of THE COMPLETE PUN BOOK at \$10.00 each, plus \$1.00 per book postage and handling.**

**Name: \_\_\_\_\_**

**Address: \_\_\_\_\_**

**City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_**

*A guide to greater energy self-sufficiency*

## **HOW TO BE YOUR OWN POWER COMPANY**

**By Jim Cullen**

An innovative new manual that tells you everything you need to know to design and install a low voltage DC system in your home that is economical, safe, and highly effective. Jim Cullen provides you with a common sense alternative to expensive, medium-voltage AC power that draws on irreplaceable fossil fuels. His 12 volt DC system can operate either independently of public utility power or as a supplement to standard utility installations. *142 pp., 8½ x 11, 113 illus., \$16.95 cloth*

**VAN NOSTRAND REINHOLD**

Mail Order Service  
7625 Empire Drive  
Florence, KY 41042

Remit in full plus tax now and we pay regular postage and handling.

Send me \_\_\_\_\_ copies of **How to Be Your Own Power Company** for a **15-day free examination**, after which I'll either pay full price plus local tax, postage, and handling—or return the book(s) and owe nothing.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

24340-5

S4112

**THIS NOTED SCIENTIST'S STUDY OF THEM IS AS FASCINATING AS IT IS AUTHORITATIVE.**

## **EARTHQUAKES**

by George A. Elby

Earthquakes...they are the most terrifying and destructive of all natural forces! Now you can discover why and where earthquakes occur...how they are predicted...the similarities between quakes, volcanoes, and sea waves...and much, much more. Special features include detailed maps, photographs, and an earthquake chronology from 1505 A.D. *312 pp., 8½ x 11½, illus., \$14.95*

**VAN NOSTRAND REINHOLD**

Mail Order Service  
7625 Empire Drive  
Florence, Kentucky 41042

Please send me **Earthquakes** for 15 days **free examination**. At the end of that time I will remit \$14.95 plus postage, handling and local sales tax. Otherwise, I will return the book and pay nothing, owe nothing.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Save!** Enclose payment now and we pay postage and handling. Same return-refund guarantee. Please include local sales tax. (Offer good in U.S. only and subject to credit department approval. Payment must accompany orders with P.O. box addresses. Price subject to change.)

25191-2

S4111

# How to become a SUCCESSFUL CONSULTANT in your own field.

Have you ever wished you could quit your job and start working for yourself?

**Well, maybe you can!** Many people are amazed when they discover the tremendous amount of professional experience and specialized knowledge they've accumulated — experience and knowledge that others will gladly pay for. Literally thousands of people who made that discovery are now prospering as **independent consultants**.

The way to begin is by reading *How to Become a Successful Consultant in Your Own Field*, by Hubert Bermont.

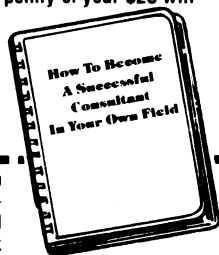
**Clear, straightforward, packed with solid information and advice**, this authoritative manual tells you everything you need to know to establish your own independent consulting practice. Here's a sampling of the contents:

- What does it take to be a successful consultant? (See Chapter 1.)
- How to get started. (See Chapter 3.)
- How to operate your business — a collection of "tricks of the trade." (See Chapter 5.)
- What to charge your clients — plus five helpful rules on fees. (See Chapter 6.)
- Why you should **never** work on a contingency (speculative) basis. (See Chapter 7.)
- Ingenious ways to promote yourself — and make people want your services. (See Chapter 9.)
- Contracts: why you should **avoid** them at all costs. (See Chapter 10.)
- Just what do consultants do all day? (See Chapter 11)
- How to market your ideas. (See Chapter 11.)
- Why you'll never have to worry about competition. (See Chapter 13.)
- And much more!

Perhaps no one is better qualified to have written this book than Hubert Bermont. He has served as consultant to more than 70 major corporations and trade associations, including the U.S. Chamber of Commerce, McGraw-Hill, the Electronic Industries Association, Evelyn Wood Reading Dynamics and the Smithsonian Institution. Yet he made the decision to become a consultant only after being fired from an executive position at the age of 43. You'll learn first-hand how he did it — and how **you** can do it, too!

*How to Become a Successful Consultant in Your Own Field* is just \$20 (tax-deductible if you use it for business purposes), and you're fully protected by this **unconditional money-back guarantee**: Keep the book for three weeks. If you're dissatisfied with it for any reason whatever, simply return it and **every penny of your \$20 will be promptly refunded** — no questions asked!

How many times have you told yourself that you're not getting anywhere — that it's time to think seriously about a major change in your career? **Don't put it off another day!** Clip and mail the coupon now!



Enclosed is my check or money order for \$20. Rush me, postpaid, *How to Become a Successful Consultant in Your Own Field*, by Hubert Bermont. I understand that I have the right to return the book within three weeks for a complete refund if I'm in any way unhappy with it.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## BERMONT BOOKS

Dept-SN-A 815 Fifteenth St. N.W., Washington, D.C. 20005

# How to create and market A SUCCESSFUL SEMINAR OR WORKSHOP

Have you ever wished you could make a lot of money in your own business by offering a seminar or workshop on your expertise?

**Well, you probably can!** Many people are amazed when they discover that others will gladly pay for knowledge packaged as seminars and workshops. Literally thousands of people who made that discovery are now prospering as **seminar promoters and presenters**.

The way to begin is by reading *How to Create & Market a Successful Seminar or Workshop* by Howard L. Shenson.

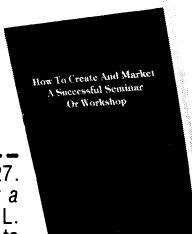
**Clear, straightforward, packed with solid information and advice**, this authoritative manual tells you everything you need to know to establish your own profitable seminar. Here's a sampling of the contents:

- How to test-market.
- How to get **free** advertising.
- How to get **others** to pay for your marketing.
- How to get advance registrations.
- How to get sponsorship.
- How to handle the roll-out.
- Why you should **never** invest a lot of money.
- How to determine the salability of your topic.
- How much to charge.
- And much more!

**No one is better qualified to have written this book than Howard L. Shenson**—an experienced and successful developer/promoter of more than 45,000 participant training days in the past 12 years. Half of these were under contract to government, association, and corporate clients; the other half were conducted in open-to-the-public seminars. You'll learn first-hand how he does it—and how **you** can, too! A former department chairman at California State University, Mr. Shenson has been featured on ABC national news, numerous radio/TV talk shows, and in leading newspapers and magazines.

*How to Create & Market a Successful Seminar or Workshop* is just \$27 (tax-deductible if you use it for business or professional purposes), and you're fully protected by this **unconditional money-back guarantee**. Keep the book for three weeks. If you're dissatisfied with it for any reason whatever, simply return it and **every penny of your \$27 will be promptly refunded**—no questions asked!

How many times have you thought of getting in on this multi-million-dollar business? **Don't put it off another day!** Clip and mail this coupon now!



Enclosed is my check or money-order for \$27. Rush me, postpaid, *How to Create & Market a Successful Seminar or Workshop* by Howard L. Shenson. I understand that I have the right to return the book within three weeks for a complete refund if I'm in any way unhappy with it.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## BERMONT BOOKS, INC.

Dept. SN-B 815 Fifteenth St., N.W., Washington, D.C. 20005

Into computers? Want to get started?

# Take 4 books for \$1.00 ... and get one FREE!

(values to \$68.75)

What is The Computer Book Club? An exciting new concept that puts hobbyists and businessmen on top of the fast-paced, dynamic world of computers. CBC will bring you info on software, hardware, applications, and theory . . . at savings up to 75% on hundreds of fact-packed volumes.

CBC is not just another book club! You can get in on Members' Bonus Benefits, like discounts on practical software packages, games, cassettes and disks, plus extra-value book dividends, and much, much more!

This introductory membership offer is for a limited time only. Join today!



1187 List \$14.95  
1050 List \$9.95  
841 List \$9.95  
1160 List \$12.95  
1183 List \$12.95  
1062 List \$12.95  
1045 List \$10.95  
1095 List \$8.95  
1076 List \$12.95  
1205 List \$15.95  
1203 List \$14.95  
1055 List \$7.95  
List \$4.95

**More books to pick from . . .**

- 57 Practical Programs & Games in BASIC. List \$10.95. No. 1000
- The GIANT Handbook of Computer Projects. List \$15.95. No. 1169.
- Illustrated Dictionary of Microcomputer Terminology. List \$13.95. No. 1088
- How To Design, Build & Program Your Own Working Computer System. List \$14.95. No. 1111.
- Handbook of Remote Control & Automation Techniques. List \$16.95. No. 1077
- 24 Tested, Ready-To-Run Game Programs in BASIC. List \$9.95. No. 1085

**FREE when you join . . .**

## 7 very good reasons to try The Computer Book Club . . .

- **Reduced Member Prices.** Save up to 75% on books sure to increase your know-how.
- **Satisfaction Guaranteed.** All books returnable within 10 days without obligation.
- **Club News Bulletins.** All about current selections—mains, alternates, extras—plus bonus offers. Comes 10 times a year with dozens of up-to-the-minute titles you can pick from
- **"Automatic Order"**. Do nothing, and the Main selection will be shipped to you automatically! But . . . if you want an Alternate—or no books at all—we'll follow the instructions you give on the reply form provided with every News Bulletin
- **Continuing Benefits.** Get a Dividend Certificate with every book purchased after fulfilling Membership obligation, and qualify for discounts on many other volumes.
- **Extra Bonuses.** Take advantage of added-value promotions, plus special discounts on software, games, and more
- **Exceptional Quality.** All books are first-rate publisher's editions, filled with up-to-the-minute info

## THE COMPUTER BOOK CLUB Blue Ridge Summit, PA 17214

Please accept my Membership in The Computer Book Club and send the 4 volumes circled below, plus a free copy of *Computerist's Handy Databook/Dictionary*. I understand the cost of the books selected is \$1.00 (plus shipping/handling). If not satisfied, I may return the books within ten days without obligation and have my Membership cancelled. I agree to purchase 4 or more books at reduced Club prices during the next 12 months, and may resign any time thereafter.

841 1000 1045 1050 1055 1062 1076 1077 1085  
1088 1095 1111 1160 1169 1183 1187 1203 1205

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

(Valid for new members only. Foreign and Canada add 20%. Orders outside U.S. must be prepaid with international money orders in U.S. dollars.)

SNCC-581