

Sports Afield®

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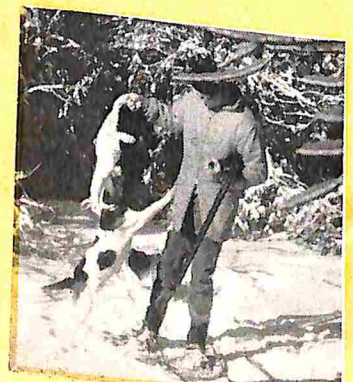
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YOU'RE BEING ROBBED!

Virtually every time that you spend money, whether at the supermarket, department store, drugstore, or gas station, you're being ROBBED! You're being duped, hoodwinked, and swindled out of the full value of your money by a combination of deceptive selling techniques that include Madison Avenue double-talk, mendacious salesmanship, and insidious labeling and packaging ploys. Senator Warren Magnuson, the most alert consumer watchdog in Congress, says that deceptive selling is today's "most serious form of theft, accounting for more dollars lost each year than robbery, larceny, auto thefts, embezzlement, and forgery combined." Sidney Margolius, the dean of American consumer writers, asserts that "Never in the 30 years I have been reporting on consumer problems has the public been as widely and steadily exploited as today." And Ralph Nader, the nation's most renowned champion of consumer rights, states that "Nowadays consumers are being manipulated and defrauded not just by marginal, fly-by-night hucksters, but by America's blue-chip business firms." In short, commercial filchamery is rife throughout the nation and the American consumer is being victimized as never before. As a partial antidote to this widespread fraud and deception, an intrepid, authoritative, new publication has been launched. Its name is Moneysworth.

Moneysworth, as its name implies, aims to see that you get full value for the money you spend. It rates competitive products as to best buys (as among cameras, hi-fi's, automobiles, and the like); it offers tips on how to save money (they will astound you with their ingenuity); and it counsels you on the management of your personal finances (telling not only how to gain maximum return on your investments and savings, but also how to protect your money against the ravages of inflation). In short, Moneysworth is your own personal consumer crusader, trusted stockbroker, and chancellor of the exchequer—all in one.

Perhaps the best way to describe Moneysworth for you is to list the kinds of articles it prints:

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- A Consumer's Guide to Marijuana
- Free Land and Free Money from Uncle Sam
- Stocks that Are on the Rebound
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- The Moneysworth Co-operative—Details of a price-discount co-op (for purchasing typewriters, cameras, and the like) that Moneysworth subscribers automatically become members of.
- How Much Are You Worth?—An amazingly simple chart gives you the answer in 60 seconds.
- High-Priced Lemons—Mechanical failures on brand-new Imperials, Continentals, and Cadillacs.
- The Link Between Heart Attack and Coffee
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- A Guide to Legal Abortion—Including the costs in different states.
- And Now, Microwave Pollution—An exposé of the damage wrought to humans by radar, electronic ovens, and TV transmission.
- Social Security's Special Rules for Women
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- G.E.'s New Synthetic Diamonds: Will They Ruin the Value of Real Diamonds?
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- Bootleg Birth-Control Pills
- When in Doubt, Deduct—The ten most common forms of income-tax overpayment.
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example, and Christmas gifts and ski equipment in the fall.)

In style, Moneysworth is concise, pragmatic, and above all, useful. It is also completely forthright. Moneysworth does not hesitate to name brand names (whether to laud or lambaste them), to identify big corporations when they gouge the public, and to quote the actual prices and discounts that you are entitled to and should be getting. Moneysworth can afford to be this candid because it carries no advertising whatsoever; it is beholden to no one but its readers.

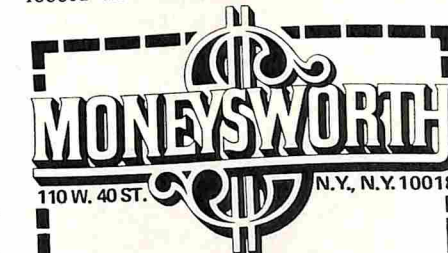
The editors of Moneysworth are a team of hard-nosed, experienced journalists. The editor-in-chief is Ralph Ginzburg, creator of the flamboyant magazines Fact, Eros, and Avant-Garde. Mr. Ginzburg was the first editor to provide a platform for Ralph Nader to express himself on the subject of automobile safety. Moneysworth's publisher is Frank R. Brady, generally regarded as one of the publishing industry's shrewdest financiers. Herb Lubalin, the world's foremost graphic designer, is Moneysworth's art director. Together, these men will produce the first—and only—consumer magazine with *charisma*.

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