

Why Do Americans

Toss Out \$7,000,000

a Day on Worthless Securities? . . .

Walter Winchell once asked that question, and the columnist's figures are about right, for reliable estimates place the annual fraud tax in the United States at \$70 per family.

It is doubted if anyone can completely explain why we fall for "con" games of all kinds, and buy phony stocks and fake merchandise. But the important thing is for the would-be sucker to know how these rackets work, so they can be recognized.

The new book, "Rackets That Get Your Money," describes most of the current schemes which clever fakers have devised to gyp the American people.

Swindlers, selling everything from phony gold mining stocks to dangerous patent medicines, prey on all classes of people — from the biggest big business man to the least pretentious housewife.

They have illegal lottery games to sell candy to children and crooked "insurance" outfits to collect premiums from elderly men and women.

These and many other rackets are exposed in "Rackets That Get Your Money." The methods of confidence men and the fraudulent selling practices in vogue with the swindling fraternity today—all are graphically described.

At one time or another—and probably more than once—all of us are suckers for some type of fraud. We permit ourselves to be duped despite the vigilance of law-enforcement officials and independent fraud-fighting agencies. Our best protection is to recognize a swindle scheme when it is attempted on us. That is where the information in "Rackets That Get Your Money" should be worth many times its cost to readers.

Obtainable at book stores, or send 25 cents in coin or stamps to the Better Business Bureau, 602 Lathrop Bldg., Kansas City, Mo. The 128-page, paper bound book will be mailed postpaid.

Price **25c**

"RACKETS THAT GET YOUR MONEY"

By GEORGE M. HUSSER

**Kansas City's Part
In 2-Billion Racket**

RACKETS THAT GET YOUR MONEY, by George M. Husser, manager of the Kansas City Better Business Bureau. (A handbook on frauds on a gullible public, published by Haldeman-Julius, Girard, Kas.)

MR. HUSSER starts his discussion of rackets with the statement that the American people annually contribute some 2 billion dollars to those who make a business of "fleecing the suckers." This annual tribute of about \$70 a family is more than the average wage earner pays in both federal and state income taxes, and in the aggregate is more than the annual loss from forgeries, credit losses, burglaries and petty larceny thefts, according to the author.

In twenty chapters Mr. Husser describes in detail all types of fraudulent schemes that have come to his attention in twenty-two years as head of the Kansas City Better Business Bureau. He shows the method of approach of the swindlers, the similarity of the schemes to legitimate business and the highly colored visions of profit held out to the victims. The gullibility of women is given attention in the description of the many rackets used to extract money from them, but the men are just as "easy," the author shows.

"Rackets That Get Your Money" is paper-backed, published inexpensively, the author desiring to make it available to as many persons as possible in order to reduce the field of the fraudulent operators. Copies have been placed in the hands of every teacher in the Kansas City school system, not only as a protection to them in their investments, but as educational material.

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