

WELDING SECRETS BOOK BUYERS

30,861 12 MONTH BOOK BUYERS \$110.00/M
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UNIT OF SALE:
 \$29.95 AVERAGE

WELDING SECRETS CONTAINS 60 PAGES OF USEFUL FACTS FOR WELDING, METAL FABRICATION, CUTTING AND GENERAL METAL SHOP TECHNIQUES. NOW IN IT'S SECOND EDITION, AUTHOR HAL WILSON SHARES OVER 49 YEARS OF COMMERCIAL WELDING TIPS AND SECRETS WITH THE PUBLIC.

GENDER: 98% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

THESE BOOK BUYERS SPEND \$29.95 PER BOOK AND MANY ORDER MULTIPLE COPIES. WELDING SECRETS IS USED EXTENSIVELY AS A REFERENCE AND TRAINING GUIDE FOR PROFESSIONALS, DO-IT-YOURSELFERS AND THE FARM SHOP.

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

THESE CRAFTSMEN AND METAL-WORKERS ARE CONFIRMED MAIL ORDER BUYERS USING A VARIETY OF TOOLS IN THEIR SHOPS SUCH AS COMPRESSORS, HAND TOOLS, SAWS, AIR TOOLS, GENERATORS, WINCHES AND MORE.

SAMPLE REQUIRED

THRU: NOVEMBER 17
 NEXT: JUNE 18

BUYERS RANGE FROM COMPANIES SUCH AS INGERSOL RAND, WESTINGHOUSE, CATERPILLAR AND SNAP-ON TOOLS TO BASIC WELDING SHOP FABRICATORS AND FARMERS THROUGHOUT THE U.S.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL BOOK BUYERS

SELECTIONS: STATE, SCF, ZIP \$6.00/M
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