

**“100 Money Blueprints”**

**A Rare Collection of**

**Eugene Schwartz’s**

**Billion Dollar Advertising**

**[www.100MoneyBlueprints.com](http://www.100MoneyBlueprints.com)**

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(The following comes from a five page story entitled, "**The Creators**," in The Capitalist Reporter circa 1975. The article covered three of the world's greatest mail order copywriters. Paul Michael and Joe Karbo were the other two writers, besides Gene Schwartz.)

When copywriter Gene Schwartz decided to go ahead with the promotion of the book *Sex May Be Dangerous to Your Health*, his staff, he says, "wanted to throw me out the window." And just how bad they felt about the spreading about such a rumor is evidenced by the fact Schwartz's offices are 11 floors above Madison Avenue.

Schwartz grinned, took another gulp of coffee and said he didn't concur with the thesis of the book either. "My staff and I were in agreement. We all think sex is marvelous".

"The point is, if a person has an idea which is kooky, not correct, who's to say he has no right to be heard?"

Along the lines of that belief, Schwartz has written promotional copy for, and published books by past presidents of the American Medical Association and by chiropractors – who are mortal foes of one another indeed.

Schwartz was discussing one of the oldest questions about advertising and about those who, like himself, write advertising copy: is it ethical and what are his own ethics?

First, he says, he won't do anything illegal. "Controversial, yes. Illegal, no"

Then, he won't write ads for bad products – or ads that in themselves are bad. The latter he compared with being an athlete who to win must stay in shape. It's just the same in copywriting, he says. If you lose your honesty – and if you break these rules you do – you can't write good ads again, any more than an athlete who allows himself to get out of training can hope to win a gold medal.

It was not all that long ago that Schwartz was broke and his ethics put to the test: He was offered \$7,000 to write promotional material for a land deal. He turned down the offer he says, because he didn't believe in the proposal put forth by the man with the \$7,000.

Schwartz isn't broke anymore of course. His copywriting skills have been rated as about the best in the business, and included among his fans is Paul Michael. He commands considerable fees. "Before I pick up a pencil I get \$3,500," he says. And if the piece he creates pays off, the client shells out an additional \$4,500. Among his triumphs: a campaign for a self propelled fishing lure, which purportedly made \$500,000 for his client, and his ads for a newsletter called Boardroom Reports ("Read 300 Business Magazines in 30 minutes), which helped to sell 60,000 subscriptions at \$36 a year.

Although he has been involved in a variety of mail-order products – "You name it, we've sold it" – Schwartz specializes in marketing information on self-help topics such as health, dieting,

memory-aids, and money making. He runs a group of companies that sells this information in a variety of forms, including books, pamphlets, newsletters, audio cassettes, and video tapes. He says he most enjoys "mail order money machines – successful products that generate equally successful spin-offs. As he explains it, a book can lead to a newsletter, the testimonials for which can lead in turn to a catalog, all of which produce mailing lists of names which can be rented.

The practice of taking a book that has sold poorly in stores and promoting it successfully through mail order is now commonplace, but Schwartz claims to have originated this technique in 1961. *How to Get Thinner Once and For All* had sold only 7,500 copies in book store. After his mail order campaign sales rose to 150,000.

Back in the 1960's Schwartz became involved in what he remembers as one of the greatest experiences of his life. Appalled by the fact that a group of black children who were bussed to a school on New York's Eastside couldn't read, he went to Harlem to teach remedial reading and also to find out why such a problem existed with obviously intelligent children. Typically, he found the answer, and later published, *How to Double Your Child's Grade in School*. Although he didn't publish a book about it, four years of teaching these kids gave him a chance to teach three, white, middle-class teachers a parallel lesson; he took them through a course in advanced algebra which left the three feeling how dumb they were, a major problem is why the kids couldn't read. Then he explained how algebra worked, and the teachers self assessed dumbness vanished.

Schwartz's working days fall into three different parts. In the afternoons,

he goes to the office and runs his corporations. In the mornings he stays home, thinking up concepts and writing copy. Sometimes at night, even, he will leap out of bed, rush to his book lined den and scribble down the ideas and themes which woke him. He keeps a diary in which he records such themes; on the second day of the month, he already filled out half a page.

Schwartz believes that mail-order's "get-rich-quick" reputation is a fair one. "This is still one of the most accessible and easily entered of all businesses. Anybody can do it. All you have to know are the techniques and traps," he says. He says it's impossible to lose unless you go crazy – and yet at the same time believes that an element of craziness is necessary to be really creative. But, "you don't have to be intelligent to be brilliant," he says. "Brilliance can be taught and learned."

Schwartz and his wife, who is a successful interior designer, live in a sumptuous apartment on Park Avenue. Their home is filled with their collection of modern American Paintings and Sculpture and in fact was decorated to complement the art.

Being broke is a memory even though Schwartz doesn't believe that he himself is any different today even though he is one of the country's top-paid copywriters. He points out that his father always said he had no money sense – and died disappointed.

*“Example isn't another way to teach. It is the only way to teach.”* – Albert Einstein

## A Four Hour Workday And Over a Billion Dollars In Sales

Four things are striking about this collection of ads from legendary copywriter, Eugene Schwartz.

- 1) They required painstaking research to track down and compile into one collection. To my knowledge, there is no other source of these ads but for Breakthrough Advertising, where only *four* of them appear, with the priceless analysis of Gene Schwartz. Combine your next read of the book with the ads in this collection and the idea sparks should fly.
- 2) Schwartz (supposedly) never kept any of his own ads. It's likely, he remembered most of them word-for-word. While he was a copy cub at Huber Hoge in the late 1940's, he was able to recite whole ads from John Caples, Max Sackheim, Claude Hopkins and all of the great masters. It's also likely he was a born advertising genius who didn't fully understand his own methods. Yet these methods are fully accessible to you and me to create more compelling and profitable advertising.
- 3) He was able to create an entire ad, including the lay-out, in a super focused, four-hour workday. His use of a 33 minute and 33 second uninterrupted work block is used by many copywriters today.
- 4) Gene Schwartz viewed the process of “assembling copy” -- not writing it -- as an original endeavor, requiring a fresh and original approach, and he detested knock-off artists. The purpose of this archive is not to parrot the words and phrases of this (or any) advertising master, but to add a new arsenal of techniques to your approach, while maintaining your own style and originality.

I've attempted to identify some of the key elements that crop up again and again in Eugene Schwartz's space advertising, or what might be called **“persuasion patterns.”** The same ones are to be found in his direct mail packages.

This should (hopefully) be a compliment to the teachings and terminology found in Breakthrough Advertising.

The ad on the following page for Dr. Clement Martin's book, “How To Stay Young All Your Life” is a textbook ad containing just about every persuasion pattern.

Yours for bolder ideas,

*Lawrence Bernstein*

# At last...a leading American physician shows you How to Stay Young till 90

Benefits in groups of three.

Designed to give you the look of a youngster past 60 . . . the strength and power of a trained athlete beyond your seventies . . . in vibrant good health till 90 and more — here is one of the simplest and gentlest, and yet truly revolutionary, anti-aging medical programs ever invented by the mind of man.

To repeat once again, the goals of this program are simple. They are, in essence:

1. To give you the look of a youngster, in both face and body, far past sixty . . .
2. To keep you in top condition—to give you the drive and power of a trained athlete beyond your seventies . . . and
3. To give you every possible chance of continuing in this vibrant good health till ninety, and more.

The methods this program uses to achieve these goals are equally simple—and, again, surprisingly gentle. They are:

1. A series of one-or-two minute-a-day exercises for your face—designed to combat premature wrinkles and restore the smooth, sharp outlines of youth.
2. A direct attack on the stored-up emotional poisons in your body that eat away strength and youth like internal acid. This attack on these poisons consists of a series of exhilarating new exercises which take as little as three minutes a day—half of which time you spend resting.

3. A new way to lose weight—not a diet—designed to change your present suicidal eating habits in 24 to 48 hours. And to break at last the vicious fat-multiplying cycle inside your body, that causes you to put on more weight, from less food, than your thin friends. And

4. A series of surprising, and sometimes actually startling, solutions to your most serious everyday health problems—including fatigue, hypertension, indigestion, high blood pressure, and much, much more.

This, then, is the look-younger, feel-better, live-longer program that you can prove to yourself—beyond doubt—without risking a penny. Now let us look at its medical background, and the specific day-by-day benefits it is designed to give you:

Written by One of America's Foremost Physicians,  
It Opens Up Whole New Worlds of Prolonged  
Youth, Health and Vitality — Past 90 — that You  
May Never Have Dreamed Existed Before.

The fascinating new volume which gives you these benefits is titled: *How to Stay Young All Your Life*. It is the result of fifteen years of meticulous research, and three additional years of intensive writing and re-writing. It is so completely up-to-date that some of the principles revealed in it were not discovered until a few short months ago.

Its author is Clement G. Martin, M.D., F.A.G.S., F.A.C.N. As you may know, Dr. Martin is former medical director of two of

the largest insurance companies in the United States, where he specialized in geriatric research—the science of prolonging youth, strength, health, and life—far beyond their present limits.

Over eight years ago, in conjunction with his state medical society, Dr. Martin published a pamphlet based on this research. The response was so overwhelming that he then expanded this information into a book—called *How to Live to be 100*—which sold over 100,000 hard-cover copies in the first two years alone.

But now medical science has gone beyond mere longevity alone! Now it is possible—not only to add up to twenty or thirty or forty more healthy years to your life . . . not only to help you ward off the disease of middle and old age that cripple your friends . . . but, in case after case, to actually restore the appearance and energy and bursting vitality and strength of youth itself to your body—and maintain that youthful drive and appearance far past your seventies and eighties!

## All the Myths About "Old Age" — Shattered at Last.

This new book, therefore, begins immediately with *case histories* that prove this fact beyond doubt. In the first few pages alone, you are introduced to:

The American "town without heart disease." Where the inhabitants eat too much, enjoy food that's "rich" in every sense of the term, are overweight, party around, stay up late—but simply don't have heart attacks. (The reason why will astound you.)

The 101-year-old roué, who still eats mountains of spaghetti, washes it down with wine, and loves his sweets.

The amazing French beauty who first invented exercises to preserve the look of youthfulness in the human face. Men worshipped her at eighty. Her figure and her face were as dazzling at 79 as they were at 19. She died, still outwardly in the bloom of youth, past 90.

The American businessman who watched his body become prematurely old and finally collapse of ill health at the age of 73. Who decided to rejuvenate himself though he could hardly move through a scientific study of longevity. By the time he was 73 he had regained his youth—his face as smooth, his body as slim and hard as a youngster's. *Photographs in this book prove these statements beyond doubt—see them yourself!*

The Russian report on a man who lived to be 161, and fathered his last child at 104.

And much, much more. Probably the most fascinating reading of your entire life. But it's only the prologue to the real meat of this revolutionary new book. For now the life-saving, health-giving, youth-restoring principles learned in this world-wide medical research are put to work—instantly—for you. To give you results, literally overnight, that will have your friends begging you to tell them the secret!

For example:

Gene's trademark,  
"See Page Bullets"

Wed Youth  
as Five  
Every Day.

First, you start to peel off years from your appearance:

On page 35, you learn the one-second prescription that automatically causes you to stand more erect (no, you don't have to pull in your stomach, but the results are startling nevertheless).

On page 124, you're given six-second facial exercises . . . wrinkle exercises . . . bags-under-the-eye and age-line exercises . . . that Dr. Martin recommends for every man, as well as woman, who wants people to gasp in astonishment when you tell them your real age.

On page 144, you're shown how the way you eat may contribute as much or more to your overweight problem as the actual foods you eat. And then on page 150, you're given the medically-proven, fastest-possible way to lose excess pounds. Again, this is not a diet at all. And the greater your excess weight, the faster this method works.

But this is just the beginning. Now you go on to tap vast new stores of strength, endurance and energy, like this:

On page 35, you're shown the scientific secret (time to learn; 10 seconds; time to perform; 3 seconds), that guarantees you will sit properly—and therefore cut your desk fatigue in half.



CLEMENT G. MARTIN, M.D.

On page 42, you're shown how to "relax yourself ahead". Develop the grace under pressure that marks the champion athlete, and the champion executive. Outstrip your less well-informed competitors who tear themselves to pieces in the mistaken belief that they can win through pressure, anxiety and tension. Keep going at full speed when they're wilting around you like dead flowers.

On page 58, you're shown how you can cleanse your internal organs (your heart, lungs and blood stream) of tension and fatigue in as little as three minutes a day. Try this tomorrow night when you come home bone-weary from work—when you're wound up tight as a drum—and see for yourself how it pumps so much new energy back into your system that you can out-dance your teenage son till two A.M.

Yes, and on page 118, you'll learn how Dr. Martin recommends as little as only 1½ minutes of basic exercise every day. *Is this too much to ask from you to obtain new protection from heart attacks, now youthfulness, new vitality every single day of your life!*

Read it from Cover to Cover,  
Entirely at Our Risk.

It is literally impossible, in the space of this advertisement, to begin to give you an idea of the vast store of startling new medical information contained in this book. I can only mention in passing such life-saving information as this:

The world's best tranquilizer, that doesn't cost you a penny.

How plain ordinary water can be turned into a wonder-working tonic for your heart and your blood pressure.

The special section on rheumatism and arthritis, that may save you hours of needless pain every day.

And so much more that you must read it yourself to realize the immense benefit this book can give any man or woman over thirty. Therefore, we allow you to read it cover to cover at our risk. Its price is only \$5.98—far less than other books that do not begin to do its job.

But you try this book at our risk. If you are not amazed and delighted with every word—then simply return it to us for every cent of your purchase price back. You risk nothing but your time.

The choice is now yours. You can sit helplessly by and watch your face get older and older every day—watch your body get weaker and weaker every day. Or you can decide to stop this premature aging right now, and bring back the youth and vitality you may have thought you'd lost forever!

The medical means are now at your hand. This is a book for people who mean business. If you mean business—send in the enclosed No-Risk Coupon—today!

INFORMATION, INCORPORATED, 119 FIFTH AVENUE, NEW YORK 10003

-----MAIL NO-RISK COUPON TODAY!-----

INFORMATION, INCORPORATED, DEPT. NYB-4

119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Without obligation, please rush me the brand new edition of Dr. Martin's revolutionary new book, *HOW TO STAY YOUNG ALL YOUR LIFE*. I am enclosing only \$5.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . if I am not completely delighted within 10 days, I will return the book for full money back at once.

If you wish your order sent C.O.D. CHECK HERE!  
Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money back guarantee, of course!

Name \_\_\_\_\_ (PLEASE PRINT)

Address \_\_\_\_\_

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

©Information Incorporated 1967

CLOSE TO  
100,000 COPIES  
ALREADY SOLD!

Why such run-away sales? BECAUSE IT WORKS!  
Read the thrilling details on this page!  
Try it—entirely at our risk!

Abundant social proof of  
the book's value.

way—without brain-racking study, without tortuous memorization, ALL YOURS IN ONE OF THE MOST FASCINATING, COMPLETELY-ABSORBING BOOKS IT HAS EVER BEEN YOUR PLEASURE TO GLANCE THROUGH FOR JUST A FEW SHORT MINUTES A DAY!

Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the enclosed No-Risk Coupon—TODAY!

## Persuasion Pattern #1: The Try-Before-You-Buy Proposition

There's nothing subtle about this since it's the backbone of just about every ad Gene Schwartz wrote.

- “Prove it to yourself entirely at our risk.”
- “Read it cover to cover entirely at our risk.”
- “Read this book from cover to cover. Then decide whether you want to keep it.”

The try-before-you-buy proposition or the risk-free-trail-offer works like a charm in home study course marketing today, just as it did for book advertising decades ago. Other marketers' vocabulary is worth noting here, like Joe Sugarman's “satisfaction conviction,” as well as “risk reversal,” popularized by Jay Abraham. They mean essentially the same thing, yet the differences are subtle though important.

## Persuasion Pattern #2: The Power of Proof Mechanisms

Admittedly, the claims in some of these ads seem completely outlandish. That's why the authors of the publications are often described as “unconventional” and even “controversial,” otherwise, the prospect would have encountered such claims before.

Such giant claims must be married to a bedrock of proof., or else, they're laughable. In many ads, the outstanding credentials or results of the author are showcased.

### IF YOU READ NOTHING ELSE, READ THIS:

**“In this book, the millions of Americans who want to stop smoking have a sound plan, based on medical and scientific experience and research. The re-learning approach, on which this is based, has already proved effective for thousands of ex-smokers. Every cigarette smoker who wants to quit could be helped enormously by following the advice of this excellent book.”**

American Cancer Society  
Luther L. Terry, M.D.  
former U.S. Surgeon General

### Outstanding Authority As A Proof Mechanism

What marketer wouldn't give his eyeteeth to get a crack at writing an ad with a testimonial like this in hand?

This text box is found in: **From Four Packs A Day To Zero In 4 Hours!** *And he hasn't touched a cigarette again in six years!*

### Place As A Proof Mechanism

In these examples, the proof mechanism derives from the geographical place and all the positive connotations associated with it.

**"Hollywood plastic surgeon** releases 7-day Crash Course towards dazzling new youth and beauty." (At Last! Instant Beauty!)

**"Sweden's Miracle Formula** That Makes Skin Look Young Again."

**"Secrets of Eastern Supermen Revealed to The West At Last"**

**"Doctors in Sweden Say There IS a Cure For Arthritis"**

**F**ROM Hollywood, California, comes what is perhaps the most thrilling beauty news of our generation.

### Photos and Beliefs As Proof Mechanisms



This ad and others capitalized on the eternally youthful looking, Oleada Baker. Many of the ads specified the year, month and day the photo was taken, and always pointed out that the photo was "unretouched." (from: Why Models Stay Young Till Sixty!)

***How The Beautiful People  
Get Rid Of Both Cellulite  
And Ordinary Fat-  
Without Dieting!***



This headline plays on the belief that there's a group of beautiful people and jet setters who get whatever they want without lifting a finger...eat whatever they please without gaining an ounce...and continue to look and act beautiful almost by some divine right.

How they achieved this exalted status doesn't really matter. What matters is there's a large enough segment of people who believes this. So, there's no need for master-level persuasion because this built in belief system works naturally.



*Demonstration often serves as a key proof mechanism. This one is from "How To Stroke Wrinkles Right Out of Your Face"*

### Testimonials As Proof Mechanisms

While some have charged that the advertising claims were pumped up, no one leveled the charge that the testimonials were anything other than authentic. For whatever reason, Gene did not use testimonials in the majority of his ads, but when they appeared, they were specific and results-based.

Like these.

- “*The improvement in my face is almost unbelievable. I had given up hope until I found you.*”
- “*I learned more from your seminar about how to make money than I learned in my four years of college.*”
- “*On a recent business trip I threw my back out when leaning over to open a suitcase. Using Dr. Thompson’s corrective exercise numerous times each day, I was back to normal within three days.*”

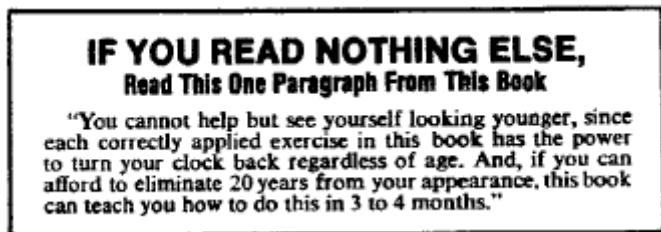
### Persuasion Pattern #3: The Beacon Technique

Gene Schwartz excelled at signaling to his prospect while he was busily flipping through a magazine or news publication.

Often, through targeted headlines like:

- **To The Man Who Will Settle For Nothing Less Than The Presidency Of His Firm!**
- **Work All You Want! And be a BETTER WIFE and MOTHER because of it!**
- **If You're Over Thirty -- This Is The Best Exercise You Can Do For Your Face, Your Body And Your Heart!**

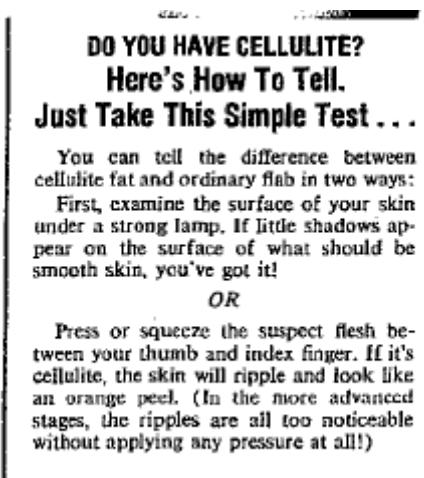
He also managed to effectively do this with text boxes.



copy. (from: At Last! Natural Face Lifting By Exercise!)

"If you read nothing else, read this one paragraph from the book."

This apparently is a technique to beacon to a page-flipping prospect and pull her into the



The "take this test" technique uses the power of demonstration. Another way to beacon to the prospect. (from: Is It Worth \$2 To You To Banish Ugly Cellulite Forever?)

## Persuasion Pattern #4: Future Pacing

How will the prospect feel when she has the product in hand?

Can she visualize using it, or picture it in her familiar environment? If she can, the deal is that much easier to cinch.

"Future Pacing" is fully treated in Breakthrough Advertising, yet it's worth including since it plays a key role in so many ads. It's one of the most underexploited copywriting techniques today.

- “As you now begin to explore this book more deeply, you will learn that certain problem areas demand certain ingenious solutions.”
- “Place it on your bedstand entirely at our risk for 10 days!”
- “When this book arrives, set aside a few minutes each day from the following weekend. Glance through its pages. Get ready to see for yourself the heart-warming new performance your child can give you in his homework, once you give him the proper mental tools to work with.”

## Persuasion Pattern #5: Future pacing the prospect's expectation

**One final word of warning: If you expect a huge, weighty, philosophical tome here, you are completely mistaken. This book has been carefully cut down to the bare practical essentials. There is not a word in it that does not give you a physical benefit immediately. Therefore, even in the special deluxe version we send you, it is only 128 pages. You can finish it in a single weekend. The new youth and beauty and physical attractiveness it gives you will last a lifetime.**

What are the prospect's expectations when she answers the siren call of Gene Schwartz's giant promise advertising?

What will she think when the package arrives next week, and she tears it open only to find a thin tome?

“I paid X dollars for this.”

Gene uses what I call the “winning ticket” technique to completely sidestep this. It's analogous to “future pacing” and it sets the prospect's expectation for what he'll experience when the product arrives.

He essentially tells the prospect that she'll have the winning ticket in hand versus a drawer full of losing ones.

There'll be no encyclopedia, just all the answers she needs to change her life for the better, starting the moment the product lands in her hands.

## Persuasion Pattern #6: “Claim-Time Frame” Headlines

Much of Gene Schwartz's “big promise advertising” rests on a claim boosted by a result occurring in a rapid time frame or succinctly, “claim-time frame” headlines.

*“Your Body Is Twice As Young As You Think! And these five “Age Trimming Actions” will prove it to you **as little as a single week!**”*

*Look Years Younger,  
Pounds Lighter*

in ten short days!



## **HOW TO SAY GOODBYE TO YOUR MIDDLE-AGED BODY!**

And to your middle-aged face! In  
as little as two "lazy" exercise periods  
a week!

Guaranteed To Give You  
A rock-hard abdomen in just 10 weeks!



*How Someone Famous You Don't Even Know May*

## **Change Your Life-NEXT WEEK**

## **HOW TO MAKE ANYBODY LIKE YOU!**

Can popularity be purchased? The answer is yes.  
And the cost is two to three hours of your time.



## Persuasion Pattern #7: “See Page” Bullets

Gene was not the first to use these, but he (and Mel Martin) excelled at these types of bullets or fascinations, far beyond any of his contemporaries.

This works on the power of specificity. Not only is the answer the prospect is looking for in the book, but he knows the very page to turn to when it arrives.

- “How the wrong vitamin can poison your skin. And the right vitamin therapy cause spectacular changes overnight. (See page 108.)”
- “First turn to page 94. Read this page alone – nothing more. Then, pick up any book you wish and read one page in it. Time yourself – find out exactly how long it took you to read that page, *before you tried out this simple trick.*”
- On page 33 you discover a six-second motion with your mouth, that instantly relaxes the overtense muscles of your chest, heart and solar plexus – and drains hypertension out of your body like water running from a sieve.”

## Persuasion Pattern #8: The Power of Word Pictures

I'll let you in on a little secret.

About two years before Gene died, he published a fantastic book called The Brilliance Breakthrough. Don't look for it on Amazon, it's out of print. Also, don't ask me for info about obtaining rights and product sourcing. I can't be of any help there.

What I can tell you is, you can go to your local library and request an inter-library loan of the book. It's unlikely you'll find it outside of the States or Canada, sorry.

The book is in many ways a perfect compliment to Breakthrough Advertising. Gene lays out his system for understanding “picture words” and “connector words,” and how they work together to create brilliant writing and speaking.

Here are some headlines demonstrating Gene's powerful picture words.

- Turns up your “Digestive Furnace and burns flab right out of your body!
- FAT DESTROYER FOODS!
- Pain Causing Poisons Literally Pour Out Of Your Body!
- This Woman Is Slimming Her Waistline - By Blowing Out the Candles On An Imaginary Cake!
- Pick Yourself a Fortune from the Money Trees

## Eugene Schwartz's Publishing Model The role of "copy arbitrage"

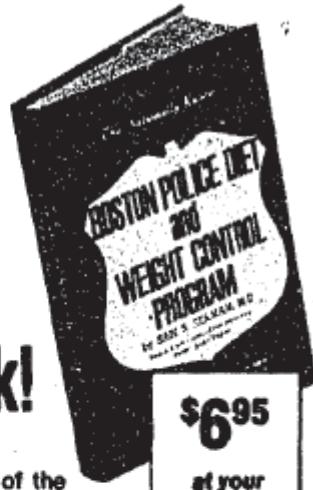
Gene wrote several of his own books in the education arena, selling several million copies the world over, including "Speed Learning," "How to Double Your Power to Learn" and "How to Double Your Child's Grades in School."

As is obvious from the ads in the archive, the primary products his companies marketed were books. Book advertising played to his strengths because the wide freedom extended to the press, also trickled down into advertising. Gene contended that if an expert author made a claim in a book, than an advertiser had the same right to use that claim in an ad.

He worked with and approached those authors who possessed the "slam dunk" characteristics he could trumpet in his ads – an expert, often a controversial figure – who offered a startling new solution to the problems and worries of a large market segment.

But Gene was always on the look out for unexploited advertising possibilities or what one might call, "copy arbitrage." This is one of several I discovered.

### Dr. Sam S. Berman's Boston Police Diet: You Lose Weight Fast and Never Gain It Back!



\$6.95

at your  
bookstore.

Samuel S. Berman, M.D., Medical Director of the Boston Police Department Weight Control Program, launched an entirely new kind of reducing plan for a special group of 800 Boston policemen. Within 3 months the men on the plan had lost a total of 26,000 pounds — an astonishing average of over 30 pounds per person! That was 9 years ago. Today nearly every one of these 800 men is still at his ideal weight and there has not been a single heart attack among the participants — even those who were middle-aged and greatly overweight when they started the plan.\*

Now this remarkable program is available in book form, for men and women who sincerely want to lose weight — and never gain it back. Your bookseller has a copy for you now.

\*All statistical data on file and available for examination.

**FREDERICK FELL PUBLISHERS, INC.**

386 Park Avenue South, New York, N.Y. 10016

*This is the best effort put out by the original publisher for the Boston Police Diet Book*  
The following page is Gene Schwartz's effort.

**Released at last! From the physician whose average weight loss  
is 65 pounds per patient...the fat-melting program that**

# **Overcomes the Body Chemical that keeps you fat!**

**And that therefore lets your body burn fat two to three times as fast as it's doing today!  
So that any amount of weight you want melts right off you . . . while you glory in what can  
only be called 'The Eatingest Diet in the World'!**

## **Do You Want Indisputable Proof? Then Read What The Doctor Did For The Boston Police Department! When He Carved An AVERAGE OF 65 POUNDS APIECE Off 400 Policemen—While They Ate MORE Than Ever Before!**

Perhaps you have read about this incredible new massive-weight-loss accomplishment in your daily newspaper... or seen some of the before-and-after photographs of the police officers who participated in it on your TV screen! In any case, let us briefly summarize its results for you here:

A few years ago, this eminent physician was called in by the Boston Police Department and given an almost impossible task: "Give our officers a diet they can stick to... that won't torture them, tire them out, or wear them down... and that will get them down to their ideal weight. *FAST*, and keep them there—*FOR GOOD*!"

Any other doctor would have thrown up his hands in despair! For how do you get someone to lose up to a hundred pounds in a few short months... and still not give him one hungry moment? How do you get him to peel off fat so fast that last week's clothes sag and still order him to eat *MORE* than the day he first came to you?

And how do you make automatic fat-burning feel so good that that person will *STAY* 20... 40... 60... 80... even 100 pounds thinner *FOR THE REST OF HIS OR HER LIFE*—and *NOT* because you stick around to keep him on the diet, but because that diet satisfies him so completely that he has *ABSOLUTELY NO NEED* to ever gain back an ounce!

**Impossible By Ordinary Means—Yes! But THIS  
Doctor Had Discovered A HIDDEN KEY To Massive  
Weight-Loss! A Hidden Chemical That Locked  
Fat Right Into Your Body! AND THAT  
COULD BE OVERCOME AS SIMPLY AS THIS—**

And, of course, all these members of the Boston Police Department were chronic Diet Failures! All had tried to lose weight before and failed—even with starvation diets! Or else they had managed to torture off a few miserable pounds by sheer agonizing will power... and then swelled right up again to even heavier weights than they had been before!

**AND NONE OF THIS MATTERED IN THE SLIGHTEST TO THIS DOCTOR!** For THIS doctor was no longer interested in torture, or will power, or starvation, or built-in failure! This doctor had gone far beyond mere calorie-counting, or food-deprivation! He had gone deeper than all of them, to the very heart of the body-mechanism that makes fat people stay fat!

And what the doctor discovered was THIS—  
**EVERYTHING THAT THESE "CHRONIC FATTIES" HAD BEEN SAYING (and that friends, and even their doctors had laughed) WAS TRUE!** It was TRUE that these fat people had something wrong with their body that KEPT them fat! It was TRUE that they could NOT lose weight on starvation diets (even, in some cases in this doctor's files, on 300-calorie diets). **BECAUSE SOMETHING THAT WAS BORN INTO THEIR BODY KEPT BLOCKING THOSE DIETS EVERY TIME!**

And that "something" was this—  
**A natural chemical (called an "antibody") THAT KEPT THEIR SYSTEM FROM BURNING FOODS THE SAME WAY THEIR "NORMAL" THIN FRIENDS' BODIES DID!** So (as they kept on saying), while everything their friends ate turned to energy, "EVERYTHING THEY ATE TURNED RIGHT INTO FAT!"

**But, Once This Hidden Chemical Was Discovered, You Could Then "EAT IT RIGHT OUT OF YOUR BODY" Like This:**

So of course ordinary diets wouldn't work for these chronic failures—as they just don't work for you! Of course they were going to stay fat—if you are going to stay fat—**UNTIL THEY OVERCOME THE FAT-BUILDING PROPERTIES OF THAT ANTIBODY . . . FOR GOOD!**

And how do you do this? So simply and easily that you may gasp in astonishment! In these two ways:

1) You switch to a scientific combination of foods—lots of them—that naturally overcome this fat-building antibody by *starving it*, at the exact same time that they pour energy-giving nutrition into the rest of your body!

(Let us make this perfectly clear: In order to *starve* fat, and the antibody which keeps multiplying it, at exactly the same time that you stuff the rest of your body, **YOU MAY ACTUALLY HAVE TO EAT MORE . . . AND MORE . . . AND MORE THAN YOU ARE EATING TODAY!** You eat till you groan—some of the officers on this "Diet" were actually

sent back to the headquarters table to finish their meals! You eat deliciously! You eat a huge variety of foods! *You may actually have your thin friends envy you—while the pounds are peeling away!*)

And—  
2) If you wish, you may also go to your family doctor, and have him give you an inexpensive, harmless little "supplement" that burns up this antibody—and the fat it causes—**TWO OR THREE TIMES AS FAST!!!** This supplement is for people who really mean business about losing weight—in massive quantities, fast! Any doctor can give it to you! It is perfectly safe! And it's like adding gasoline to a slow-burning fire! The fat virtually *FLOWS* out of your body!

## **And How Well—How Quickly—Does It Work? HERE ARE FACTS AND FIGURES THAT YOU MAY HAVE TROUBLE BELIEVING!**

First of all, some 400 policemen were put on this Massive Weight Loss Program! *In not one instance was there a single failure!* All of them—*even one of them*—lost weight! And the average weightloss was 65 pounds per patient!

But this is just the beginning! With those officers who had only recently gained weight (and therefore did not have their fat *locked-in* solid to their body for ten or twenty years), weight-loss occurred so fast that *their families gasped in astonishment!* In fact, in case after case, 38... 40... even 50 ugly pounds vanished into thin air in a matter of weeks!

With other officers, of course, who had been painfully overweight for decades, the process was slightly slower. *But as the "Eat-Like-a-King" weeks turned into months, weight loss after weight loss after weight loss was reported of 78 pounds . . . 84 pounds . . . 92 pounds . . . 101 pounds . . . 114 pounds . . . even 130 easy-off pounds!* Until that person himself said, "I don't want to lose anymore! I'm *PERFECT*—the way I am now!"

## **All This By Eating! Eating! Eating! PLUS ALL THESE EXTRA BENEFITS —**

No exercise of any kind needed! This doctor doesn't believe it's necessary! And besides, many of the people who lost the most weight were desk workers, who never even walked to work!

No more sliver-snacks! No nibbling on carrots or cucumbers or celery or olives when you need hunger-relief between meals! Instead, *THIS WAY, you eat BIG, healthy IN-BETWEEN-MEALS-MEALS if you want them!*

No more Diet Weakness! Because you're NOT starving yourself now! And because now your fat is being turned into sheer, pulsating ENERGY!

And, of course, no more holiday-guilt! Because then, as every day, you have a ball! And you still lose!

And no more diet-nerves! Because there's no more diet-deprivation! And no more diet-sag to your neck and face! Because you're building muscle . . . you're building strength . . . you're building vigor into the vital parts of your body—at the same exact time that you're starving ONLY the hidden fat! And—most important of all—

## **As A Special Added Bonus — LOSE AGE AT THE SAME TIME THAT YOU LOSE WEIGHT!**

This is the overwhelming (and at least partially unexpected) fact! That the hundreds of people who went on this diet in the Boston Police Department—as well as thousands of Dr. Berman's patients outside—seemed to shed years and years from their bodies and faces, every single day they enjoyed this Diet!

Why? Because this Program attacks the basic cause of aging, as well as the basic cause of overweight! And the same new chemical mechanism that unlocks fat from your waist, hips, buttocks and thighs ALSO UNLOCKS IT FROM YOUR ARTERIES AS WELL!

This is the reason that youth seemed to pour back into these suddenly



slim bodies! And this is the reason that *not one heart attack occurred to a single person taking this Program!*

## **So The Facts Are In! The Theory Is Proven! The Massive Weight-Losses Have Been Confirmed Beyond Dispute! THE NEXT MOVE IS UP TO YOU!**

This program literally means the difference between slow starvation, with no lasting results—or massive weight-loss that STAYS!

It is completely explained in one of the most exciting and fastest-reading books ever written! Why not send in the No-Risk Coupon—TODAY!

————— MAIL NO-RISK COUPON TODAY ———

## **IMPROVEMENT BOOKS CO., Dept. 4012 13490 N.W. 45th Ave., Opa Locka, Florida 33054**

Gentlemen: Please rush me a copy of THE BOSTON POLICE DIET AND WEIGHT CONTROL PROGRAM, #80059, by Sam S. Berman, M.D. I enclose \$6.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is check or M.O. for \$\_\_\_\_\_

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## READ BELOW why this Hard-Hitting Volume has racked up the incredible sales figure of: **215,000 COPIES SOLD IN AMERICA ALONE!**

Certainly one of the best-selling books on education in the world today!

- ENGLISH edition now selling close to 2,000 copies a week!
- GERMAN edition sold out almost overnight!
- AUSTRALIA reports "can't keep book on shelves", despite price \$2 higher than in U.S.A.!

- Why such run-away sales? BECAUSE IT WORKS! Works so well that educators around the world recommend it to their own students, family, friends.
- And now it's available to YOU, to skyrocket YOUR LEARNING POWER overnight! Read the thrilling details below. Try it at our risk!

\*Sales figures include school version

# Don't Pay A Penny For This Book Till It DOUBLES Your Power To Learn!

This article is going to shock the life out of you—because it flatly says "bunk" to every idea you have ever had about how "difficult" it is to learn! This article says that if you could only liberate the exact same talent and intelligence and ability that you have tied up inside you today—then you could: . . . read anything you wish, twice as fast as you can read today . . . absorb facts like a sponge, and repeat them almost word for word years later . . . flash through math, business, financial problems that have you stopped cold today . . . hold people spellbound with the power of your speech and your written word . . . out-think others when you have to tower over them in judgment, outshine them completely in imagination.

And do it all—not by struggling through dreary textbooks . . . not by memorizing useless theories—but simply putting your LOCKED-UP LEARNING POWERS to work—entirely at my risk, without your paying a single penny till you prove every word of it yourself!

Here's how!

### READ THESE THRILLING TESTIMONIALS:

From the Head of the Psychology Department of One of America's Leading Business Schools in Boston, Mass.

"I feel that the strongest part of the book, although perhaps the most impressive, is Chapter 2—the art of intelligent listening. We have repeatedly emphasized the need of "active listening" in our program, but have not been able to employ as clear-cut rules as those presented by Mr. Schwartz. Personally, I am quite anxious to expose some students to these sixteen steps, since I feel that anyone with a desire to succeed in the program, grades in lecture courses should improve.

The reading and mathematical areas of our remedial set-up are handled by specially trained people. I have shared the book with as many as are available this summer, and, thus far, they have agreed with me on the value of the book. From our discussions we came to the conclusion that to the Library Committee that several copies be purchased to supplement the materials used in the specific remedial and study improvement courses."

Mrs. N. S. J.

From Three Men and Women Exactly Like You

"I could not resist writing to tell you how much pleasure and satisfaction I have derived from your book, "How To Double Your Power To Learn." This book is a masterpiece of ingenuity.

Prior to obtaining your book, I had been making an exhaustive study of the dictionary in order to learn the meanings of words and increase my vocabulary. Your easy, effective method of recognizing and learning new words eliminated my constant reference to the dictionary. I never dreamed learning could be so simple!

Your book is well worth the price and MORE! Many, many thanks for the tremendous satisfaction you have given me through your extraordinary methods of teaching me the easy way to self-improvement."

"I've never seen so much common sense packed into one volume. Have mailed my first copy to my daughter just entering college and she need another for herself."

Thank you again, Mrs. G. R.

"God has given you a great gift . . . your book HOW TO DOUBLE YOUR POWER TO LEARN is not only a good book; it could have been written only by a "genius".

It contains everything, plus creative power! Starting my studies in University, this book is even before the dictionary."

Mrs. J. B.

From a Member of the Board of Education of the Largest City in the World

"I am an educator of thirty (30) years standing. I recently purchased a copy of your book. I found it an excellent book with many fine suggestions for improving learning. In fact, I thought so highly of the book I gave my copy to a friend as a gift, and it was very gratefully received."

May I order another copy of your book to keep as a permanent reference on my desk?"

Yours truly, M. C.

#### LEARNING ACTION NO. 1

Lets you skim through a book in thirty minutes! Dazzle others with your insights into it that very same night!

This action is literally a brand-new way to read the printed page! Yet it requires nothing more than an ordinary pencil!

Once you are shown it, you will never read a book from cover to cover again! Instead, you will find right through it automatically skipping the boring details—automatically scooping up the main ideas as fast as your eyes can travel down the page!

You'll absorb the key ideas of most books in thirty minutes! Burn a magazine article into your memory in five minutes! Master the heart of a business report in ten minutes!

And you'll file these facts away in your mind in such perfect order—automatically—that you can pull them right out again at an instant's notice! You can **back up** every point you make in conversation or discussion overwhleming fast . . . fill every one of your statements with authority and conviction . . . win other people to your views so completely that no one else could ever lure them away!

And this is just the beginning!

#### LEARNING ACTION NO. 2

Gives you a "Tape-Recorder Memory" for the spoken word! Lets you hear hidden secrets in people's conversation that they don't even know they're revealing!

This second action requires you to ask yourself four simple questions every time someone begins to talk to you!

These questions rivet your attention on that other person's words . . . keep your mind from wandering lets you store up his thoughts as though they were recorded in your memory!

They automatically allow you to amaze your friends by quoting—almost word by word—from conversations you had with them months before! They allow you to win new friends by remembering details of ordinary things completely forgotten! impress your superiors by repeating back to them their most casual orders, step by step!

And, at exactly the same time, they enable you to "read between the lines" of whatever that other person says! Give them a chance, and you'll soon know what they mean, what they almost penetrate into that other person's mind! Discover facts he's trying to hide! Goals he's trying to conceal! Exaggerations he's trying to make you believe!

You'll be amazed at how clearly these questions open up other people's thoughts to you! And they're still just the beginning!

#### LEARNING ACTION NO. 3

Builds you a power-packed vocabulary! Gives you the words you need—overnight—to load your thoughts with verbal dynamite!

This action involves you in one of the most fascinating games you have ever seen!

This game takes only a few minutes a day! You can practice it anywhere—while dressing in the morning . . . driving your car . . . dining with your friends or family!

And every time you try it—you automatically learn new words! Emotion-packed words, that make people stop and listen to you! Color-packed words, that make your ideas and stories crackle with excitement! Power-packed words, that make people see and feel and do exactly what these words tell them to do!

Think of it! The next time you pick up a book, you'll automatically understand hundreds of words, without even looking at a dictionary. The next time you start to speak in a business discussion, or a private conversation, or a club meeting—every eye in the room will be focused on you, in starlight admiration! And this is still just the beginning!

#### LEARNING ACTION NO. 4

Doubles your problem-solving ability. Makes math problems . . . business problems . . . financial problems HALF-SOLVE THEM—SELVES before you even touch them!

This action is an ingenious little trick used by every professional math tutor in the country!

You use it before you start to work on a problem! It takes seconds to apply! It requires absolutely no mathematical background!

And here's the miracle! It turns you into a mathematical wizard! It shows you the answers to dozens of problems before you can even pick up your pencil!

It gives you a "feel for figures" that will leave your friends gasping at work. Lets you "talk the language of business" . . . build up your sales . . . and lose that completely mystifies most people!

It gives you incredible new powers of making and handling money! Predicting the stock market . . . running a business . . . setting up a budget . . . making one dollar do the work of ten hundred dollars! All these skills yours once you learn the secret of *making figures work for you at the snap of your fingers!*

And it's still just the beginning! Wait till you read this—

#### LEARNING ACTIONS NOS. 5, 6 & 7

Lets you burn facts, figures, whole books into your memory! Write simple, clear, compelling English—almost as fast as you can move your hand—without a single mistake in spelling! Whiz right through the dozens of "make-or-break" tests—license tests . . . promotion tests . . . pay-rise tests—that are your gateway to the big money!

This is the pay-off! Now you start turning your dreams into the kind of life you've always

desired . . .

For example, would you like to make thousands of bonus dollars with your pen? Write business reports and memos that lift you head and shoulders above the crowd! Or write the story or novel you've always wanted to put on paper! Or dash off sales letters that set new records! Or open up a profit-making business from your home that has the orders pouring in!

Then try this one prime secret of all professional writers—*How to make your thoughts organize themselves so you can easily digest them in the paper!* And set for yourself how easy it is to write *Powerhouse English*—to open up a whole new world of accomplishment with one simple action!

Or—and this is the most important breakthrough of all—it would you really like to earn that extra diploma that you've always dreamed of?

Would you like that blue ribbon promotion that has always seemed just two or three steps out of reach?

Would you like a title after your name . . . a license on your wall . . . the respect and admiration that tested knowledge . . . proven knowledge brings in its wake . . . every smile and compliment?

Then prepare for one of the most thrilling evenings of your life! When you put this "Test-Solver" Action to work! When you're shown a simple five-minute ritual—before you take a test that breaks that test wide open! That doesn't mean that you'll pass all of your tests like magic! That puts every fact you've learned right at the tips of your fingers ready to go to work for you at an instant's notice—ready to give you advancement scores so high that you move ahead faster than you have ever dreamed!

#### SEND NO MONEY!

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EUGENE M. SCHWARTZ

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in deuto-learning the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not take all these incredibly powerful learning breakthroughs—and pack them into one great book—that can be used by any man or woman to show overnight results in their learning power—and earning power—so startling that they may literally take their breath away!

This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says, "I couldn't rest until I did it myself!"

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# DON'T PAY ONE PENNY TILL THIS COURSE TURNS YOU INTO A HUMAN COMPUTER!

Yes! Here at last is your chance to liberate the UNDISCOVERED BRILLIANCE inside you...dazzle your friends and fellow workers with your ability to absorb facts like a sponge, and remember them, almost word by word, years later...and do it all so quickly and easily that you'll be astounded!

Let me explain! I don't care whether you're nine years old or ninety...man or woman...no matter how poor your education may be today!

It makes no difference how badly you did in school as a child...how difficult it is for you to concentrate today...how poor your memory may be...how much a prisoner you are of crippling mental habits...how impossible it may seem to you today that **YOU could read an entire book in as little as an hour**—that **YOU could flash through business and financial problems that leave your friends stopped dead**—that **YOU could hold an entire roomful of people ABSOLUTELY SPELLBOUND BY THE POWER OF YOUR IMAGINATION, YOUR UNDERSTANDING, YOUR ABILITY TO TRANSMIT THE SPOKEN WORD!**

What's the secret? It's as simple as this—

I believe that you can perform every one of these accomplishments—and more—far easier and faster than you've ever dreamed—because of this one simple fact:

I believe that **your mind is working today at only HALF of its true power—simply because no one has ever shown you the right way to make every book, every article, every subject you ever wish to learn HALF-TEACH itself!**

Simply because no one has ever shown you the few simple secrets of Speed Reading, for example, that are taught in almost every university in the country today—and that have you **FLASHING through the printed page TWICE AS FAST as you can read today—with absolute understanding of every word you read!**

Simply because no one has ever shown you how to take the mathematical problems you run up against in business, finance, the stock market, installment buying, keeping down expenses in your home and office—and **feel those problems to your mind so clearly and logically that they HALF-SOLVE themselves before you even touch them!**

## YOURS FREE!

Harry Lorayne's great new \$6.00 best-seller, **INSTANT MIND POWER**, yours to keep FREE, even if you return the SPEED LEARNING COURSE for every cent of your money back!

Yes, here's your chance to train your mind—overnight—with the man who has the world's most phenomenal memory—Harry Lorayne! He'll show you how to simply reorganize the way you **see facts, figures, names and faces to your mind—to give you 10 to 20 times your present memory!** You'll remember dates, addresses, appointments—automatically! Never forget a phone number till you're ready to forget it! Burn new words into your memory at a glance...build a college-graduate's vocabulary...remember every card played at gin, bridge, poker...recall exactly what you read, what you hear, any memo, any statement, any meeting! **No more embarrassment because you can never forget names, faces, likes, dislikes, birthdays, anniversaries.** You'll learn a foreign language in record time, learn a complex sales presentation word by word! No more trouble with exams—your mind delivers dates, facts, answers with pushbutton speed, computer accuracy. No more "blank mind" when you enter a conversation...great new persuasive power...because **YOU ARE THE MAN WHO KNOWS THE ANSWERS.**

Here's how easy it is to get the FREE BOOK:

Simply send in with the enclosed No-Risk Coupon, the full price of the SPEED LEARNING COURSE today—\$9.98, we will then automatically send you your FREE COPY OF INSTANT MIND POWER.

AND YOUR FULL MONEY-BACK GUARANTEE STILL HOLDS TRUE 100%. Again, you try this Course ENTIRELY AT OUR RISK. If you are not delighted in every way simply return the course for every cent of your money back at once, and keep your FREE copy of INSTANT MIND POWER anyway, as our gift!

Power-learning is a trick! You can teach it to yourself in as little as five short minutes a day!

Yes, Problem-solving is a trick! Speed-reading is a trick! Concentration is a trick! Burning facts, figures, even whole articles and books into your memory IS A TRICK! Computer-like, brilliance can be MADE TO ORDER—you don't have to be born with it!

The real secret of coaxing TOP PERFORMANCE out of your mind is as simple as tying your shoelace! You can master it in five minutes a day—simply by being shown the right learning techniques! Learning techniques you probably never even dreamed existed! Learning techniques so incredibly powerful that I'm willing to prove them to you, in your own home, without you risking a penny!

Here's how—

The very first hour after you pick up this book, you may marvel at your new ability to master facts!

All I ask from you is this. Let me send you, at my risk, one of the most fascinating home-learning courses you have ever read. When it arrives set aside a few minutes each day from the following weekend. Glance through a few of its pages. Get ready to see for yourself the incredible performance your mind can give you overnight. **ONCE YOU GIVE IT THE PROPER MENTAL TOOLS TO WORK WITH!**

What you are going to do in this very first weekend, is this: You are going to make three simple tests with your own mind, each one of which will take only five minutes of your time! But each one of which will show you such a thrilling spurt in your ability to bring out the true power of your brain, that you may actually catch your breath in astonishment!

Here they are! As simple as this—

Proof number one—skyrocket your reading speed—in minutes!

First, turn to page 94. Read this page alone—nothing more. Then, pick up any book you wish and read one page in it. Time yourself—find out exactly how long it took you to read that page, before you tried out this simple trick:

Now, simply follow the instructions we give you to take an ordinary pencil and place it between your teeth! And NOW read another page of that same book, following the one rule we give you! Time yourself again!

AND THRILL TO THE SUDDEN BURST OF SPEED THAT YOU HAVE LIBERATED IN YOUR READING RATE, AS YOUR EYES BEGIN TO FLASH OVER THAT PRINTED PAGE!

But this is only the beginning!

Proof number two—skyrocket your vocabulary—in minutes!

Now turn to page 135. Glance over the fascinating word game you find on this and the following few pages. Try this game for five minutes. See for yourself how much FUN it is.

And then turn to page 139. Look over the list—without ever seeing them before, and without going to the dictionary—of FIVE DIFFERENT FOUR-SYLLABLE WORDS, THAT WOULD STUMP MOST COLLEGE GRADUATES!, and watch the excitement grow inside you as you find yourself reading off the exact meanings of those previously impossible words—JUST AS EASILY AND QUICKLY AS IF THEY WERE PRINTED ON A WALL IN FRONT OF YOU!

And this is still just the beginning! Because now you turn to page 179—and you break mathematics wide open!

Proof number three—skyrocket your power to handle figures—in minutes!

All you do is this! Learn one secret on this page, that you can master in five minutes! And then take any math problem that's stumped you before—in business, mark-up, stock market, installment payments, interest charges, keeping down household expenses—and now do that problem again!

See for yourself that the answer to that problem practically springs off the page at you! That errors that plagued your figuring before now virtually disappeared! That a whole new world of math-mastery...business-mastery...financial mastery has now opened

up for you—all from one simple change in your work habits that's so easy to do it's almost unbelievable!

Which fields do you want to shine in? Business! Reading! Culture! Science! Social Leadership!

Think of it! From this moment on, in as little as five short minutes a day, you begin applying these wonder-working techniques of Power Learning to every untrained corner of your mind! You begin breaking through mental barriers—mental limitations that have been blocking your progress for years!

You begin tapping the buried powers of your mind! Powers that you have glimpsed before in brief flashes—now brought to the surface—strengthened with simple formulas to double their potency—and placed forever at your beck and call, ready to go to work for you at the blink of an eyelash!

For example—

Do you want to develop "total concentration"?

Then turn to page 31...master one simple routine...and thrill to your ability to get down to work instantly...to absorb huge amounts of information easily and swiftly—even in a room filled with half a dozen howling children!

Do you want to develop a "tape recorder memory" for the spoken word?

Then turn to page 72...read the four simple questions taught to you there...and see how those questions automatically rivet your attention to the other person's words...keep your mind from wandering...lets you store up his thoughts as though they were engraved on your memory—actually amaze him by quoting, almost word for word, from conversations you had with him months before!

Do you want to develop the ability to make other people "hang on your every word"?

Then turn to page 130...read every word...and see how incredibly easy it is to overcome shyness and uncertainty...to make your conversations sparkle...to think instantly on your feet...reason logically...build thought upon thought correctly and dramatically...persuade others to your point of view...stand out head and shoulder above the rest of the group, every time you wish to make a point!

Yes! And do you want to develop the ability to zoom ahead in the advancement tests, the promotion tests that are your gateway to the big money?

Then get ready for the revelation of your life starting on page 229! When you put this "Test Solver" Action to work! When you're shown a five-minute ritual, before you take a personality or advancement test, that breaks that test wide open! That drains fear and nervousness out of your body like magic! That puts every fact you need right at the tips of your fingers—ready to go to work for you at an instant's notice—ready to give you promotion scores so high that you move ahead faster than you have ever dreamed!

Designed To Sell for \$50—Now Yours For A Small Fraction Of That Price!

This amazing SPEED-LEARNING COURSE was originally designed as a monthly correspondence program—consisting of twelve separate sections. It was designed to sell for \$4 for each section, or \$48 plus postage for the entire program.

Since this course is completely unique...and since it allows you to accomplish feats of Learning Power that no other course has ever even dared attempt before...we believe it would be an exceptional bargain at this \$48 price.

However, since this original price would bar many new people who desperately need this information, we have now removed the correspondence feature from the course...taken all twelve sections, and put them together in one handsome deluxe cloth bound volume, not for the original \$48, but for only \$9.98 complete!

But we do NOT ask you to pay this amount until you have proven its incredible result for yourself. What we suggest instead, is this:

SEND NO MONEY NOW!

Just mail in the enclosed FREE TRIAL coupon today! This wonder-working course will immediately be sent to you without cost, obligation or pre-payment of any kind.

Try it for ten full days, entirely at our risk. At the end of that time, if (as we believe) you are completely delighted, then send us the low cost of only \$9.98.

If, on the other hand, you are disappointed in this course in any way—if it does not live up to every one of the claims we have made for it on this page—Then



EUGENE M. SCHWARTZ

For the past ten years, Gene Schwartz has worked with some of the country's leading pioneers in *deutro-learning*, the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not take all these incredibly powerful learning breakthroughs—and pack them into one great book—that can be used by any man or woman to show overnight results in their learning power—and earning power—so startling that they may literally take their breath away!

This is the goal of this course! "The job was too important to leave to someone else," Mr. Schwartz says. "I couldn't rest until I did it myself!"

simply return it to us, and owe nothing! Could anything be fairer? You have nothing to lose, but you have an incredible memory—a memory so powerful it may be hard for you to conceive of it today—to gain. Why not send in the No-Risk Coupon TODAY.

— MAIL NO-RISK COUPON TODAY! —

INFORMATION, INCORPORATED  
Dept. PA-6A  
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Please rush me your revolutionary new course, SPEED LEARNING, not for the originally planned \$48, but for only \$9.98 complete. I am enclosing no money at this time.

I understand that I may prove every claim you have made before I pay a penny. I will use the course at your risk for 10 days. If I am completely satisfied at the end of that time, I will send you \$9.98, the cost of the course, plus postage and handling charges. Or, if I am dissatisfied in any way, I will simply return the Course to you, and owe nothing!

Name \_\_\_\_\_  
(PLEASE PRINT)

Address \_\_\_\_\_

City \_\_\_\_\_

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

CHECK HERE IF YOU WANT YOUR FREE COPY OF "INSTANT MIND POWER." This \$6 best-seller is your FREE if you enclose the full \$9.98 at this time. Yours to keep FOREVER even if you return The Speed Learning Course for money back.

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# YOU ARE TWICE AS SMART AS YOU THINK!

And these seven simple actions will prove it to you in a single weekend

This article is going to shock the life out of you because Italy says "bunk" to every idea you have ever had about how "difficult" it is to learn!

I believe that if you could only liberate the exact same talent and intelligence and ability that you have tied up inside you today—then you could:

Read anything you wish, twice as fast as you can read today . . .

Absorb facts like a sponge, and repeat them in your word for years later.

Flash through math, business, financial problems that have you stopped cold today . . .

Hold people spellbound with the power of your speech and your written word . . .

Out-think others when you have to, tower over them judgment, outshine them completely in imagination . . .

And do it—not by struggling through dreary textbooks—but by memorizing useless theories—but simply putting your LOCKED-UP LEARNING POWERS to work—today—as easily and logically as this:

## LEARNING ACTION NO. 1

Lets you skim through a book in thirty minutes! Dazzle others with your insights into it that very same night!

This action is literally a brand-new way to read the printed page! Yet it requires nothing more than an ordinary pencil!

Once you are shown it, you will never read a book from cover to cover again! Instead, you will flash right through it—automatically skipping the boring details—automatically scooping up the main ideas as fast as your eyes travel down the page!

You'll scoop the key points in most books in thirty minutes! Turn a magazine article into your memory in five minutes! Master the heart of a business report in three minutes!

And you'll file these facts away in your mind in such perfect order—automatically—that you can pull them right out again at an instant's notice! *Skim you can race up to any point you make in conversation with dozens of overwhelming facts . . . fill every one of your statements with authority and conviction . . . win other people to your views so completely that no one else could ever lure them away!*

And this is just the beginning!

## LEARNING ACTION NO. 2

Gives you a "Tape-Recorder Memory" for the spoken word! Lets you hear hidden secrets in people's conversation that they don't even know they're revealing!

This second action requires you to ask yourself four simple questions every time someone begins to talk to you!

The questions rivet your attention on other people's words . . . keeps your mind from wandering . . . lets you store up their thoughts as though they were engraved in your memory!

They automatically allow you to amaze your friends by quoting—almost word by word—from conversations you had with them moments before!

They allow you to win new friends by remembering details ordinary people completely forget! Impress your superiors by repeating back to them their most casual orders, step by step!

And, at exactly the same time, they enable you to reveal the secrets of others so that other person says: "Give me such incredible concentration when you want it, that you almost penetrate into that other person's mind! Discover facts he's trying to hide! Goals he's trying to conceal! Exaggerations he's trying to make you believe!"

You'll be amazed at how clearly these questions open up other people's thoughts to you! And they're still just the beginning!

## LEARNING ACTION NO. 3

Builds you a power-packed vocabulary! Gives you the words you need—overnight—to load your thoughts with verbal dynamite!

This action involves you in one of the most remarkable experiences you have ever seen!

This game takes two minutes a day! You can practice it anywhere—while dressing in the morning . . . driving your car . . . dining with your friends or family!

And every time you try it—you automatically learn new words: Emotion-packed words, that make people stop and listen to you! Color-packed words, that make your ideas stand out in a crowd! Sound-packed words, that make people see and feel and do exactly what these words tell them to do!

Think of it! The next time you pick up a book, you'll automatically understand hun-



EUGENE M. SCHWARTZ

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in deuto-learning—the modern science of learning how to learn. As we write, editor and publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not take all these incredibly powerful learning techniques, pack them into one great book that can be used by any man or woman to show overnight results in their learning power—and earning power—so starting that they may literally take their breath away!

This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says, "I couldn't rest until I did it myself!"

dreds of new words, without even looking at a dictionary. The next time you start to speak in a business discussion, or a private conversation, or a club meeting—every eye in the room will be focused on you in startled admiration! And this is still just the beginning!

## LEARNING ACTION NO. 4

Doubles your problem-solving ability. Makes math problems . . . business problems . . . financial problems HALF-SOLVE THEMSELVES before you even touch them!

This action is an ingenious little trick used by every professional math tutor in the country!

You use it before you start to work on a problem! It takes seconds to apply! It requires absolutely no math background!

And it works miracles! It turns you into a mathematical whiz! It shows you the answers to dozens of problems before you even pick up your pencil!

It gives you a "feel for figures" that will leave your friends gasping at work. It lets you "talk the language of business"—statistics, balance sheets, profit and loss—that completely mystifies most people!

It gives you increased powers of making and handling money! Predicting the stock market . . . running a business . . . setting up a budget . . . making one dollar do

## EXECUTIVE RESEARCH INSTITUTE, INC.

MAIL NO-RISK COUPON TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC., DEPT. 19-NYM

119 Fifth Ave., New York, N. Y. 10003

Gentlemen: Yes, I want to try a copy of Eugene M. Schwartz's amazing new book *How To Double Your Power To Learn*. On approval of your risk, I will enclose the low introductory price of only \$5.98 complete. I will use this book for a full ten days at your risk. If I am not completely delighted . . . if this book doesn't do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D., CHECK HERE! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money-back guarantee, of course!

Name . . . . . (PLEASE PRINT)

Address . . . . .

City . . . . . State . . . . . Zip Code . . . . .

# DON'T PAY A PENNY

TILL THIS COURSE TURNS YOUR MIND INTO A

# MENTAL MAGNET

That automatically draws friends, power, love, money far beyond your fondest dreams into your life **OVERNIGHT!**

Yes! Here is your chance to literally **MAGNETIZE THE SCATTERED, DISORGANIZED POWERS OF YOUR MIND—OVERNIGHT!** To focus... at a single command—your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, To **GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS—OVERNIGHT!**

And do it simply, as logically, as inevitably as this:

## PROVEN BEFORE MILLIONS! IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can gain such dazzling PERSONAL MAGNETISM overnight that you can attract a man or woman to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them...

that you can develop such invincible WILL POWER that you can simply crush anyone that dares oppose you, as though you were brushing a fly off your forehead... that you can unleash such overwhelming PERSONAL DRIVE AND ENERGY—POWERS OF REASONING AND ANALYSIS—KEEN FINANCIAL JUDGMENT—wise judgment and advice in charge of money-making opportunities will actually SEEK YOU OUT to participate in their profits!

I realize that these promises appear incredible to you at first glance. **UNTIL YOU UNDERSTAND THESE FACTS:** The secret of overnight success is entirely different method of Overnight Personal Power is Harry Lorayne—America's internationally-famous "Master of Mental Magic"!

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Johnny Carson, or Merv Griffin television shows? Where—by

transforming his mind instantly into an incredibly-powerful "Memory Magnet"—Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every face he saw in their minds and faces after hearing them only once!

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as \$3,000 a week by over one hundred of the country's leading blue-chip corporations—**TO ROCKET THE POWER OF THEIR TOP EXECUTIVES INTELLIGENT WILL POWER, PERSONALITY—OVERNIGHT!**

**TREMENDOUS PERSONAL POWERS LIE SCATTERED—USELESS—WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE MENTAL MAGNETIZERS THAT FOCUS AND UNLEASH THOSE POWERS—with all the force of an exploding volcano!**

How does he do this? How does this dedicated, almost-hypnotic human being transform lazy, unfocused, easily-fatigued minds into throbbing dynamos of personal power?

The answer is simple: *He subjects them to a series of fascinating Mental Magnetizers—* which he calls **MENTAL MAGNETIZERS!**

Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—that I must warn you that you may be able to sleep that first night for the flood of excitement that wells up inside you!

Yes, the sheer excitement of realizing that **OVERNIGHT** your mind is operating with the speed and power and precision of a giant computer...and that **OVERNIGHT** you have developed the priceless gift of taking command of others—and making them love every moment of it...

that **OVERNIGHT** you have shattered habits, weaknesses and limitations that had crippled you for years—and replaced them with an irresistible drive and determination that makes enemies flee beneath your feet!

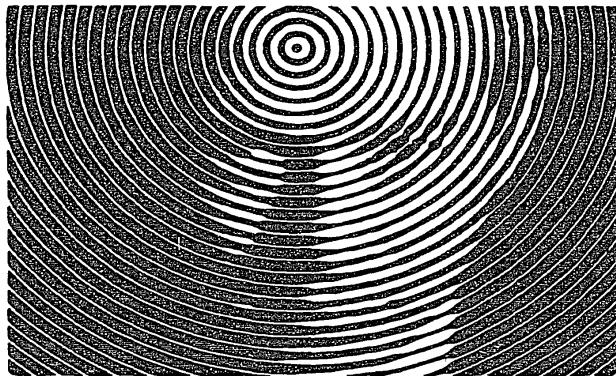
All in a single evening apiece! All without you risking a penny! **ALL ACCOMPLISHED FOR YOU** simply glancing through each of these Mental-Magnetizer Exercises! And letting them strengthen **ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY—LIKE THIS:**

## THE FIRST EVENING — YOU TURN YOUR BRAIN INTO A GIANT MEMORY MAGNET!

We make only one demand on you: That you start with the most vital function of your mind first—your memory—and then use the **incredible new memory power that you are going to develop—overnight—as a base to take INTELLECTUAL COMMAND** of situations and people that would have been uncontrollable for you only a few short days before!

For example... The very first evening alone, you automatically begin removing HIDDEN MEMORY BLOCKS that have crippled your mind for years! Once they are gone, you automatically gain **AT LAST FULL MENTAL POWER** for the first time in your life! You find names, faces, facts, figures STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET! You find yourself capable of performing breath-taking feats of memory, **OVERNIGHT**, like these:

You walk into a room filled with 15 or



you have dozens of devoted supporters, helping to make you rich!

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money in you. How to end your business problems. **HALF-SOUL THEMSELVES BEFORE YOU EVEN TOUCH THEM**—so you build a million-dollar reputation as the man who can do "the impossible"! How to build razor-sharp executive judgment and the kind of TAKE COMMAND DECISIONS AND **OVERNIGHT POWERS** that make others instinctively turn to **YOU** for direction, for leadership, for absolute final command!

## DESIGNED TO SELL FOR \$50 — NOW YOURS FOR A SMALL FRACTION OF THAT PRICE!

The Harry Lorayne MENTAL MAGNETISM was originally designed as a monthly correspondence program consisting of twelve sections. It was designed to sell for \$4 for each section, or \$48 plus postage for the entire program.

Since this Mental Magnetism Course is completely unique... and since it allows you to accomplish feats of Mental Power that no other course or book has ever even dared attempt before... we believe it would be an exceptional bargain at this \$48 price.

However, since this original price would have been prohibitive for many, in this information, we have convinced Mr. Lorayne to remove the correspondence feature from the course... to take all twelve sections, and put them together in one handsome loose-leaf binder... and release the course, not for the original \$48, but for only \$ 9.98 complete.

But we do NOT ask you to pay this amount until you have proven its **incredible result for yourself**. What we suggest instead, is this:

## SEND NO MONEY NOW!

Just mail in the enclosed FREE TRIAL COUPON today! This wonder-working course will immediately be sent to you without cost, obligation or pre-payment of any kind.

Try it for ten full days, entirely at our risk. At the end of that time, if (as we believe) you are completely delighted, then send us the low cost of only \$9.98.

If, on the other hand, you are disappointed with this course in any way, if it does not live up to even one of the claims we have made for it on this page... then simply return it to us, and owe nothing!

Thus you have nothing to lose. But you have incredible mental and personal magnetism—magnetism so powerful it may be hard for you to conceive of it today—to gain. Why not send in the No-Risk Coupon—TODAY.

## MAIL NO-RISK COUPON TODAY

### INFORMATION, INCORPORATED, Dept. NY-10 200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me Harry Lorayne's incredible new MENTAL MAGNETISM COURSE—not for the original \$48—but for only \$9.98 complete. I am enclosing no money at this time.

I understand that I may prove every claim you have made before I pay a penny. I will use the course at your risk for 10 days. If I am completely satisfied at the end of that time, I will send you \$9.98, the cost of the course, plus postage and handling charges. Or, if I am dissatisfied in any way, I will simply return the course to you, and owe nothing!

Name \_\_\_\_\_

Address \_\_\_\_\_

(Please Print)

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

CHECK HERE if you want your FREE COPY of "SELF HYPNOTISM." This best-seller is yours FREE if you enclose the full \$9.98 at this time. Yours to keep FREE even if you return the Mental Magnetism Course for money back.

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# I'LL MAKE YOU A MENTAL WIZARD AS EASILY AS THIS-

Yes! Here at last is your chance to gain the THINKING MACHINE MIND you've dreamed about... so easily and quickly you'll be astounded... and do it without risking a penny!

By HARRY LORAYNE

Let me explain! I don't care how poorly organized your mental powers are today — how difficult it is for you to concentrate — how bad your memory may be — how much a prisoner of cripplng mental habits — how long it takes you each morning to get your mind going with adding-machine speed and certainty!

**I BELIEVE THAT YOUR MIND IS WORKING TODAY AT ONLY 5% TO 10% OF ITS TRUE POWER—SIMPLY BECAUSE YOU DON'T KNOW THE RIGHT WAY TO FEED IT DIRECTIONS!**

Simply because you don't know the right way to feed your mind problems — so clearly and logically that those problems half-solve themselves before you even touch them!

Simply because you don't know the right way to feed your mind facts, figures and names and faces — so they burn themselves into that mind in such picture-form that you remember them forever!

Simply because you don't know the right way to feed your mind the FULL CHARGE OF ENTHUSIASM — so that it revs up instantly every morning... so that it operates at full power, not for just a few brief minutes each day, BUT FOR 12 HOURS AT A STRETCH!

## Mind Power Is a Trick! I'll Teach It To You In One Weekend!

Yes! Problem-solving is a trick! Concentration is a trick! Memory is a trick! Habit-breaking is a trick! And, above all, generating the will power that means success IS A TRICK! Mind power can be made in order to be used — to be born with it! The secret of a self-starting, full-power THINKING MACHINE MIND is as simple as tying your shoelace! And I'm willing to prove it to you without risking a penny! Here's how!

All I ask from you is this: Let me send you — at my risk — one of the most fascinating books you have ever read. When this book arrives, set aside a few moments each day from the following weekend. Glance through just one chapter. And get ready for one of the most thrilling weekends of accomplishment in your entire life!

## The Very First Hour After You Pick Up This Book, You Will Perform A Feat Of Mind Power That Will Astound Your Friends!

What you are going to do in that very first hour you receive the book, is this. Turn to page 144. Read three short pages — no more! And then, put down the book. Review in your mind the one simple secret I've shown you — how to feed facts into your mind so that they stay there, permanently, as long as you wish!

Then put this simple trick to work for you — that very same hour!

Call in your family or friends. Ask them to make a list of any TWELVE facts, names or objects they wish as fast as they can. Hand them over and down the list so far won't forget it! But, as they give you each fact, YOU are going to perform a simple mental trick on that fact, that will burn it into your mind, IN PER-FECT ORDER, as long as you wish!

And then — INSTANTLY AND AUTOMATICALLY — you are going to repeat that list, backwards and forwards, in perfect order, exactly as if you were reading that list in your friend's hand! And you are going to have one of the most exciting moments of your life, as you watch the expression on those people's faces, as you reel off those facts as though they were flashing on a screen on the inside of your memory!

Thrilling? Yes! But also one of the most probable tricks you will ever learn. For this list of twelve facts can just as easily be an appointment schedule—with each appointment flashing automatically into your mind at just the right time and place that you need it! Or a shopping list — or the outline of a speech — or a sales presentation — or the highlights of an important article — or a list of things that have to be done in perfect order!

Any one of them — they flash into your mind automatically, as though you pressed a button! And this astonishing mental gift

— which will serve you every day for the rest of your life — is yours from the very first hour that you pick up this book!

## Which Areas Of Your Mind Do You Want To Strengthen In A Single Weekend?

Concentration, Will-Power, Self-Confidence, Habit-Breaking!

Yes! From this moment on, in less than one thrilling hour a day, you begin testing the wonder-working techniques of Automatic Organization on every untrained corner of your mind! You begin breaking through mental barriers — mental limitations that have been blocking you for years!

You begin tapping the buried powers of your own mind — powers that you have glimpsed before in brief flashes — now brought to the surface — organized with simple formulas to double their potency — and placed forever at your beck and call, ready to go to work for you at the blink of an eyelash!

## For example — DO YOU WANT TO DEVELOP "STEEL-SHUTTER CONCENTRATION" — OVERNIGHT?

Then turn to page 136 . . . master one simple exercise — and thrill to your ability to absorb huge amounts of information — easily and swiftly — even in a room filled with half a dozen howling children!

## DO YOU WANT TO DEVELOP "X-RAY EYES" — POWERS OF OBSERVATION THAT AMAZE YOUR FRIENDS?

Then turn to page 136 . . . play three fascinating games . . . and then stardle your friends, time and time again, by your ability to spot revealing details — put together hidden pieces of evidence — that they never even dreamed were at all!

## DO YOU WANT TO SEE HOW EASY IT IS TO REPLACE BAD HABITS WITH HABITS YOU CAN BE PROUD OF?

Then get ready for the revelation of your life on page 103 . . . that replaces agony with fun . . . that actually lets your bad habits leave themselves without your hardly touching your will power.

## YES! AND DO YOU WANT TO GENERATE ENTHUSIASM, FRIENDSHIP, PERSONALITY AT AN INSTANT COMMAND?

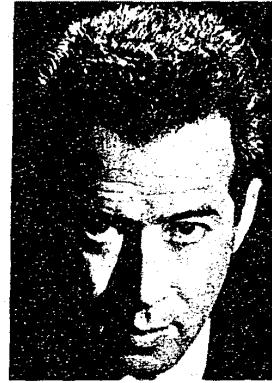
Then read every word starting on page 165! Learn how to overcome shyness and fear, automatically . . . make anyone like you . . . dissolve opposition with as little as a single word . . . earn both trust and respect from everyone you meet — and keep them — for good!

## Read It For Ten Days — Entirely At Our Risk

And this still is just the beginning!

What Harry Lorayne has described to you on this page is just a small sampling of the information packed into his amazing new book, SECRETS OF MIND POWER — now available only through this article!

Here at last is a practical, fascinating, easy-to-read book on improving the pow-



ers of your mind that really works! Its author, Harry Lorayne, has been called by experts "the man with the most phenomenal memory in the world!" He has already shown over 250,000 men and women, all over America, how they can achieve startling improvements in their memories overnight, with just a few minutes.

But this fabulous Push-Button Memory Technique is only one small part of Harry Lorayne's great new book! Here — in addition to Memory — are complete "Push-Button Sections" on Observations, Concentration, Enthusiasm, Will-Power, Idea-Creating, Rapid-Learning, Time-Saving, Clear-Thinking, Personality, Friend-Making, Public-Speaking, Worry-Control, Conquest of Fear, and many more!

Yes! Here are dozens of simple techniques that enable you to overcome crippling emotions, and keep your thoughts headed straight for each goal. Showing you how to think clearly and effectively in any situation — make decisions without agonizing delays — learn vital facts and figures at a glance — work at full mental power, all day long, for weeks and even months on end!

Here are tested, and proven "Thought-Stimulators" that streamline your mind — develop your creative imagination — increase your daily output — help you make time for everything you have to do!

Here are "Confidence-Generators," that let you laugh off worries and fears, that make you more gregarious, keep other people from taking advantage of you; turn bad breaks into opportunities — yes, even sharpen your sense of humor and improve your ability to speak well, whether in private conversation or before a crowd of hundreds!

## It Must Work For You — Or You Don't Pay A Penny

The price of this giant, one-volume Mind-Power Encyclopedia is \$4.98 — far less than similar books that do not do its job as well! And it is yours to read without risking a penny! You prove it to yourself at our risk for ten full days! It must do everything we say — you must be amazed and delighted — or simply return it at the end of that time for every cent of your money back immediately! Send in the Non-Risk Coupon — TODAY!

## EXECUTIVE RESEARCH INSTITUTE, INC.

### MAIL NO-RISK COUPON TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC., DEPT. NYM-15  
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Without obligation, please rush me the brand new edition of Harry Lorayne's amazing new book, SECRETS OF MIND POWER. I am enclosing only \$4.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . if I am not completely delighted within 10 days, I will return the book for full money back at once.

If you wish your order sent C.O.D., check here. Enclose only \$1 good-will deposit. Pay postman balance plus C.O.D. postage and handling charges. Same money-back guarantee of course!

Name (Please print) \_\_\_\_\_

Address \_\_\_\_\_

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

EXECUTIVE RESEARCH INSTITUTE, INC., 1965

# LET THIS MACHINE WORK ON YOUR MIND FOR ONE EVENING...

and I guarantee that your friends will gasp in astonishment at the feats of "Mental Magic" you can perform that very next morning.

By HARRY LORAYNE

For example, which of these seven "Mind Power Miracles" would you like to accomplish—not by torturous study for weeks and even months as you'd do today—but simply by playing a fascinating question-and-answer game WITH A MACHINE for as little as a single evening?

Take your choice! You can:

1) DOUBLE YOUR MEMORY FOR NAMES AND FACES—in that very first evening alone!

2) MAKE ANYBODY LIKE YOU, from the very first moment they meet you!

3) BUILD A WILL OF IRON, that smashes obstacles right out of your path, skyrockets your earning power.

4) DEVELOP POWERS OF X-RAY OBSERVATION that will astound your friends!

5) MAKE BAD HABITS BREAK THEMSELVES, even if they've plagued you for years!

6) FLASH-LEARN ANYTHING YOU WISH, even absorb whole books in as little as thirty minutes!

7) AND MAKE FEARS AND WORRIES VANISH INTO THIN AIR, automatically, simply by answering the questions that this machine asks you—almost exactly as though you were doing a cross-word puzzle or carrying on a conversation with a friend!

**Sound Impossible? Not At All! NOT WHEN THE MACHINE TEACHES YOU THESE SIMPLE TRICKS!**

Let me explain: If you are a reader of this paper . . . if you can understand these words . . . then you have brain power RIGHT NOW to accomplish anyone of these seeming "miracles" you wish—without spending more than a single evening to prove it to yourself beyond doubt!

Why? BECAUSE EVERY ONE OF THESE ACCOMPLISHMENTS IS A TRICK! And using this machine, I can teach you that trick in as little as a single evening!

For example, the secret of building a file cabinet memory is a simple mental trick! Using this machine I can teach it to you in approximately fifteen minutes!

The secret of making anybody like you—of towering over others through the power of your personality and your intellect—is a trick! Using this machine I can teach it to you in less time than it now takes you to watch an ordinary TV Program!

Yes! And the secret of breaking out of the prison of old habit-patterns that have been crippling you for years . . . of filling every day of your life with irresistible new enthusiasm and self-confidence . . . of doubling the amount of work you can squeeze out of every hour and skyrocketing your income overnight IS A TRICK! USING THIS MACHINE I CAN TEACH IT TO YOU IN AS LITTLE AS A SINGLE EVENING.

Here's why! Here's why I say that this machine teaches you up to TEN TIMES AS FAST as any book you will ever pick up!

*Here's why it has you performing feats of mental magic . . . THAT YOU LITERALLY WOULDN'T HAVE BELIEVED POSSIBLE ONE SHORT HOUR BEFORE!*

## 15 Minutes Of Pleasure Every Evening—to Build the Powerhouse Mind Of Your Dreams!

For example, let's say that tomorrow night you wanted to actually DOUBLE your power to remember names and faces—and astonish your friends, your employers, your fellow-workers with that new-found ability THAT VERY NEXT MORNING!

Then all you do is this —

Simply insert in the machine the first section, on Memorizing Names and Faces! Instantly—automatically—in the small window at the top of the machine—you are shown Secret Number One of developing a "Photographic-Memory"! A simple five-second trick that lets you "mentally-photograph" anyone's face you happen to meet—feature by feature—till it's almost impossible for you to forget it!

Then—in that exact same moment—the machine moves on to show you how to take that same person's NAME, and turn it instantly into a picture! And then burn that picture-name into your memory so vividly that it will be virtually impossible for you to look at that face without having the name spring automatically to the tip of your tongue!

All this, in minutes! And then the machine moves on again, to let you prove this new-found power to your self—instantly! Because now the machine introduces you to FIFTEEN names and faces, exactly as if you met them at a party . . . gives you the key to burning each one of the identities indelibly into your memory . . . then shows you the faces again—this time without their names!

And when you discover that everyone of those fifteen names automatically pops into your memory the moment you glance at each face again . . . when you realize that you now have at your command the strongest single tool ever invented for winning the respect and admiration of anyone you ever meet—a VIRTUAL "PHOTOGRAPHIC MEMORY" FOR NAMES AND FACES THAT YOU HAVE ACQUIRED FOR LESS THAN A SINGLE HOUR'S PLEASURE—then you will begin to sense the incredible power of this new Machine-Method of learning!

And this is just the beginning!

## Now the Machine Moves On! To Build You A File-Cabinet Memory In A Dozen Different Ways!

Now—slip into the machine the sections on Doubling Your Power to Learn . . . on absorbing facts and figures as fast as you can run your eye down the print-page! Instantly, you're shown the secret of turning NUMBERS into pictures, and burning those picture-numbers—telephone numbers, for example—into your mind so per-

fectly that you can amaze forty of your friends at a party by reciting off their telephone numbers, one after the other, as rapidly as if they were printed right on the wall in front of you.

In minutes, you learn how to memorize whole price lists, appointment schedules, shopping lists, speeches, sales presentations, highlights of important articles—all in perfect order, frontwards and backwards, so that when you've finished one point the next point automatically springs to your mind!

And then the machine moves on again, to put this new memory-power to work in absorbing whole books and conversations for you! One simple trick alone gives you a virtual "tape-recorder memory" for the spoken word—to let you impress your superiors at work by repeating back to them their most casual instructions, step by step . . . to win dozens of new friends by quoting, almost word for word, from conversations you had with them months before!

Yes! And another of these secrets actually cuts your reading time in half! Lets you absorb the key ideas of most books in as little as thirty minutes! Burn a magazine article into your memory in five minutes! Flash through a business report in three minutes! And dazzle others with your mastery of this material that very same night—or as much as five years later if you chose!

And this is still just the beginning!

## Again the Machine Moves On! To Double Your Power To Bend Others To Your Will!

Now you load the machine with the "Personality Programs"! The four sections loaded with tricks that:

1) MAKE ANYBODY LIKE YOU, from the first four words that you speak! Gain immediate attention at any gathering, before you even begin to talk! Get other people to listen to no one but you! Avoid the everyday blunders that automatically antagonize people! Handle embarrassing situations, without losing the other person's respect! Turn opponents into friends! Build fierce loyalty to yourself, wherever you go! Get others to do exactly what you want them to do—and love doing it for you! And much more!

2) DEVELOP A WILL OF IRON that won't take no for an answer! Smash through obstacles that are impassable to ordinary men! Overcome the memory-chains of past failures that are crippling you today! Find time to do anything you want, and turn your dreams into reality overnight! And much more!

3) BANISH FEAR AND WORRY FROM YOUR LIFE! Harness those very worries that are holding you back today—put them to work—get other people to shoulder them for you! Find the "fear-behind-the-fear" and get rid of it! Turn big "failures" into little successes—automatically! And much more!

4) MAKE YOUR WORST HABITS BREAK THEMSELVES By using the seven "sneak attacks" that literally SHATTER even the most deadly habits



## HOW WE PACKAGED A GENIUS—TO SHIP HIM INTO YOUR HOME!

This is Harry Lorayne—the man with the most incredible memory in the world—the man who can remember the names and faces of OVER SEVEN HUNDRED PEOPLE in a single evening, after meeting each one of them only once!

Perhaps you have watched Mr. Lorayne on the Jack Paar, Johnny Carson or other television programs! Perhaps he has lectured on mind power before your club, or fraternal association, or business firm, just as he has for IBM, the U. S. Steel . . . General Electric . . . RCA . . . Standard Oil . . . and over a thousand others!

Or perhaps you are one of the over a third of a million people who purchased Mr. Lorayne's two great books on skyrocketing the power of your thought and your personality!

But now Harry Lorayne has gone beyond teaching Mind Power Improvement in a book! Now Harry Lorayne has achieved a break-

through that may revolutionize Mind Power Improvement for every man, woman and child in this country!

Now Harry Lorayne has taken his COMPLETE Mind Power Course—designed to strengthen ALL ELEVEN vital functions of your mind—and built that course into an amazing Mind Power Machine THAT VIRTUALLY REMOVES WILL POWER OR "STUDY" FROM SELF-IMPROVEMENT! That teaches you these secrets simply by engaging you in conversation about the book that lets you "talk" your way to a Bulldozer Mind in far less time than you ever believed possible!

And that actually works better if you do not try to study or memorize it at all—so that the machine, and Harry Lorayne, CAN DO ALL THE REAL WORK FOR YOU!

Read the thrilling details on this page! Prove it yourself, in your own home, entirely at our risk! Send in the No-Risk Coupon—TODAY!

selves . . . developing "X-Ray" powers of observation that tell you hidden secrets ordinary people never even see at all . . . even the latest executive techniques of making fast, forceful decisions that are radar-right!

And all eleven courses—in one great machine—yours without opening a single book . . . reading a single page . . . or memorizing a single rule! Only \$6.98 complete! Full money-back guarantee! Order today!

### EXECUTIVE RESEARCH INSTITUTE, Inc.

Dept. NYB-13

119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Yes, I want to try Harry Lorayne's amazing new MIND-POWER MACHINE, entirely at your risk. I am enclosing the low introductory money-back guarantee price of only \$6.98 complete. I will use this revolutionary new machine for a full 30 days at your risk. If I am not completely delighted . . . if it doesn't do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D. Check Here! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

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

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N.Y. City Residents add 6¢ Sales Tax

# NOW! TURN YOUR MIND INTO A MENTAL MAGNET

That automatically draws friends, power, love, money far beyond your fondest dreams into your life **OVERNIGHT!**

Yes! Here is your chance to literally **MAGNETIZE THE SCATTERED, DIS-ORGANIZED POWERS OF YOUR MIND — OVERNIGHT!** To focus . . . at a single command — your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, To **GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS — OVERNIGHT!**

And do it as simply, as logically, as inevitably as this:

## PROVEN BEFORE MILLIONS! IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can develop such dazzling PERSONAL MAGNETISM overnight that you can attract—or draw—anyone to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them . . .

that you can develop such invincible WILL POWER that you can simply smash obstacles right out of your path, as though you were brushing a fly off your forehead . . .

that you can unleash such overwhelming PERSONAL DRIVE AND ENERGY — POWERS OF REASONING AND ANALYSIS—KEEN FINANCIAL JUDGMENT that the men and women in charge of money-making opportunities will actually SEEK YOU OUT to participate in their profits!

I realize that these promises appear incredible to you at first glance — **UNTIL YOU UNDERSTAND THESE FACTS:** The creator of this entirely-new, entirely different method of Overnight Personal Power is Harry Lorayne, America's internationally-famous "Master of Mental Magic"!

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Jack Carson, or Merv Griffin television shows! Where-by transforming his mind instantly into an incredibly-powerful "Memory Magnet" — Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as \$3,000 a week by over one hundred of the country's leading blue-chip corporations — TO SKILLFULLYLOCK IN THE POWER OF THEIR TOP EXECUTIVES' INTELLECT, WILL POWER, PERSONALITY —OVERNIGHT!

TREMENDOUS PERSONAL POWERS LIE SCATTERED — USELESS — WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE MENTAL MAGNETIZERS THAT FOCUS AND UNLEASH THESE POWERS — WITH ALL THE FORCE OF AN EXPLODING VOLCANO!

How does he do this? How does this dedicated, almost-hypnotic human being transform lazy, unfocused, easily-fatigued minds into throbbers dyanmos of personal power?

The answer is simple: He subjects them to a series of fascinating Mental Exercises — which he calls **MENTAL MAGNETIZERS!**

Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—that I must warn you that you may not be able to sleep that first night for the flood of excitement that wells up inside you!

Yet the sheer excitement of realizing that **OVERNIGHT** your mind is operating with the speed and power and precision of a giant computer — that **OVERNIGHT** you have developed the priceless gift of turning opponents

into friends. Building fierce loyalty to yourself, wherever you go. Getting others to do exactly what you want them to do — and love doing it for you . . .

that **OVERNIGHT** you have shattered habits, weaknesses and limitations that had crippled you for years—and replaced them with an irresistible drive and determination that makes enemies flee from your path like ants beneath your feet.

As in a single evening, **overnight**, All without you thinking about it! **ALL ACCOMPLISHED FOR YOU** simply by glancing through each of these Mental-Magnetizer Exercises in turn! And letting them strengthen **ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY-LIKE THIS:**

## THE FIRST EVENING — YOU TURN YOUR BRAIN INTO A GIANT MEMORY MAGNET!

We make only one demand on you: That you start with the most vital function of your mind first — your memory — and then use the **Incredible new memory power** that you are building every minute of the night — to take **INTELLIGENT COMMAND** of situations and people that would have been uncontrollable for you only a few short days before!

For example—

The very first evening alone, you automatically begin removing **HIDDEN MEMORY BLOCKS** that have crippled your mind for years! Once they are gone, you find your mind operating **AT ITS FULL MENTAL POWER** for the first time in your life! You find names, faces, facts, figures STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET! You find yourself capable of performing breath-taking feats of memory, **OVERNIGHT**, like these:

You walk into a room filled with 15 or 20 new people . . . meet them all . . . and then, when you say goodnight to them, call every one of them by name, and tell them to send your regards to their wife and children—again calling the wives and children by **THEIR** correct names!

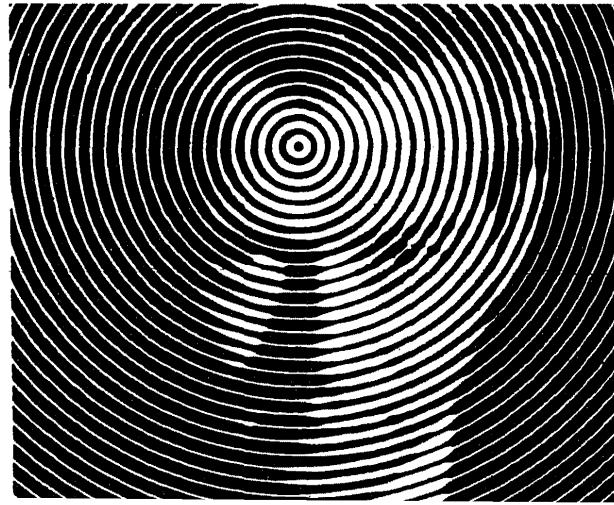
You can astound your boss at work by feeding back to him like a computer step-by-step directions that he told you as much as six months or a full year before — and then, when he turns back to him, almost WORD BY WORD!

You can enter a discussion at a party or your club, and automatically open the floodgates of your memory as though everything you had ever heard or read was stored in a huge "filling cabinet" in the back of your brain! All this material is instantly available to you to overwhelm an opponent with facts . . . to quote from sources most people have never even heard of . . . to irresistibly press home your point and win dozens of new admirers and friends!

And this is just the beginning! Just the start of the new social, personal, financial power these amazing MENTAL MAGNETIZERS give you!

## NOW YOU CAN GO ON TO MELT AWAY SOCIAL INHIBITIONS! TO ATTRACT NEW FRIENDS, NEW RESPECT, NEW LOVE LIKE A GIANT MAGNET!

Now you are shown the automatic secrets — always buried within you, but



## ONE-TIME-ONLY PRICE SLASH!

SAVE ONE FULL DOLLAR on this One-Time-Only Offer!

Yes! Over 60,000 people have already paid up to \$6.98 for Harry Lorayne's great new INSTANT MIND POWER COURSE! Now, to liquidate stock, we offer you the same exact course, word for word, for only \$5.98 complete! A saving of one full dollar! But this offer will be made only this one time in this paper! Paper prices are again rising, and we will not be able to repeat it again! Read the full details about this revolutionary new course below! Take advantage of this one-time-only, full \$1 saving—TODAY!

unavailable to your control before — of instant relaxation . . . towering self-confidence . . . Personal magnetism . . . the kind of spontaneous charm that makes even the most **shy** and **timid** people the **irresistible** ability to instill respect and trust and even love for yourself in others—and use those emotions to gain the triumphant success and armies of friends that you might not even have DARED to dream possible before!

Now come the MENTAL MAGNETIZERS that draw opportunity . . . profit . . . wealth . . . security . . . power into your life!

NOW YOU GO ON, TO LEARN THE FABULOUS SECRETS OF MAKING MONEY COME TO YOU, WITHOUT NEEDING TO SEEK IT OUT!

Not a single one of these sections deal with working longer or harder — or doing better in your job — or driving yourself into a frazzle to beat the competition! In-

stead, they show you **SEVEN GOLDEN WAYS TO LET YOUR BRAIN MAKE YOU RICH — TO GET SOMETHING FOR ALMOST NOTHING—TO LEAVE ALL THE HARD WORK AND RISK TO OTHERS!**

For example, one of these MENTAL MAGNETIZERS shows you how to develop X-Ray Powers of Observation — "FINANCIAL RADAR"—that lets you make fortunes, for pennies, in situations that other people are fighting to get out of!

Another of these MENTAL MAGNETIZERS gives you, overnight, a **WILL OF IRON**—that won't take "no" for an answer! Smash through obstacles that are impossible to ordinary men! Overcome the mental—emotional—physical failures that are holding you today! Find time to do anything you want, and turn your life into reality overnight!

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money! How to make financial and business problems **HALF-SOLVE THEMSELVES BEFORE YOU EVEN TOUCH THEM** — so you build a million-dollar reputation as the man who can do "the impossible"! How to build razor-sharp executive judgment and the kind of **TIME-COMING-DECISIVE** **EXECUTING POWERS** that makes others automatically turn to **YOU** for direction, for leadership, for absolute final command!

**THE CHOICE IS YOURS! YOU CAN GO ON IN THE OLD RUT TOMORROW—OR YOU CAN RISK A \$5 STAMP, AND GAIN THE POWER TO DEMAND WHAT YOU WANT FROM LIFE!**

Once again, every word of this advertisement has been proven by Harry Lorayne—and by the tens of thousands of men and women who have put these explosive secrets to work in **THEIR** lives, at HIS risk!

**NOW THEY ARE READY. TO GO WORK FOR YOU!** All you have to do is send in the enclosed No-Risk Coupon **TODAY!** The complete cost of this INSTANT MIND POWER COURSE—**ALL ELEVEN MENTAL MAGNETIZERS**—is only \$3.98 in full but we take **all the risk**. You gamble nothing! If you are not satisfied with the results in a week and every night thereafter for thirty days—simply return the remainder of the course for every cent of your money back at once!

You have nothing to lose! A whole new world of **PERSONAL POWER** to gain! Send in the No-Risk Coupon—**TODAY!**

## SAVE \$1 WITH THIS COUPON!

**EXECUTIVE RESEARCH INSTITUTE, Inc., Dept. NYB-3  
119 Fifth Avenue, New York, N.Y. 10003**

Gentlemen: Yes, I want to try Harry Lorayne's amazing new INSTANT MIND-POWER COURSE entirely at your risk, and enclosing not the usual price of \$6.98 but only \$5.98 complete! I will use this revolutionary new course for a full 30 days at your risk. If I am not completely delighted . . . if it doesn't do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D. Check Here! Enclose \$1 good-will deposit: Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

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City \_\_\_\_\_

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# How to Give Your Child the Top Grades in School He Deserves!

Yes, here is your chance to make such a difference in your child's performance in school that the teacher may actually call you up to see what happened.

**And you can do it in a surprisingly small amount of your time every day. Here's how:**

By EUGENE M. SCHWARTZ, President Executive Research Institute, Inc.

Let me explain. I believe it makes no difference whether your child is six years old or sixteen-boy or girl-in grade school, high school or college. It makes no difference-how difficult it is for him to concentrate. How poor his memory may be. How much a prisoner he is of ingrained mental habits . . . how frightened he may be of mathematics, or grammar, or social studies, or even the most difficult science course.

I believe that your child's mind is working today at only HALF its true power-simply because he has never been taught the correct way to make his subjects half-teach themselves.

Simply because he has never been shown the newly-developed techniques of Speed-Reading that are taught in universities all over America today, and that have him skimming through his printed work as much as twice as fast as he reads today, with far better understanding of every word he reads.

Simply because he doesn't know the right way to rephrase the problems he is given in mathematics, so clearly and logically that these problems virtually half-solve themselves, before he even begins to work on them.

Simply because he doesn't know the right way to prepare for his tests-so thoroughly that he may actually be able to anticipate up to 85% of the questions that his teacher will ask him on that test-possibly right down to the very phrasing that the teacher may use on those questions.

**POWER-STUDYING CAN BE LEARNED. YOU CAN TEACH IT TO YOUR CHILD YOURSELF, IN FAR LESS TIME THAN YOU EVER BELIEVED POSSIBLE.**

Yes. Speed-Reading can be learned. Complicated problem-solving . . . memorizing facts, figures, even whole lessons . . . taking the sting out of tests-all can be learned. The top grades-the brilliant performance in school that your child deserves, can be taught to him; he doesn't have to be born a genius to achieve them.

You, yourself, can coax these top grades out of your child. You can do it by showing him the right study techniques. Study techniques developed by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America.

Study techniques that you and your child probably never dreamed existed. Study techniques so effective that I'm willing to prove them to you in your own home, without over risking a penny.

Here's how:

## THE FIRST WEEK AFTER YOU USE THIS BOOK WITH YOUR CHILD, YOU MAY MARVEL AT HIS IMPROVEMENT.

All I ask from you is this. Let me send you, at my stick, what I believe is one of the most fascinating books you have ever read. When this book arrives, set aside a few minutes each day from the following weekend. Glance through its pages. Get ready to see for yourself the heart-warming new performance your child can give you in his homework, once you give him the proper mental tools to work with.

For example:

Does your child make the same spelling errors, over and over again?

Then turn to page 125 . . . teach him three delightful shortcuts that burn the spelling words of those problem words into his mind . . . and watch him, from that day on, write those former "troublemakers"-letter-perfect-as easily and naturally as he writes his own name.

Does he have trouble finding the correct words to express himself in class?

Then turn to page 35 . . . play over the fascinating word game you find on this and the following pages. Play this game with your child for a few minutes each day . . . and then watch the excitement on his face as he discovers that he now has hundreds of powerful new words at his command-to make his recitations sparkle to build thought upon thought correctly and dramatically-to really show off the talent and knowledge he has inside him, when his teacher asks him a question.

Are needless mistakes causing him to continually trail behind his class in mathematics?

Then learn at once the simple technique described on page 150 . . . teach it to your child . . . make sure it becomes second nature to him . . . and see for yourself that he now makes up to 20% fewer errors in those mathematics tests-up to one-fifth better grades-all from his carefully-thought-out changes in his work habits that can pay dividends for the entire remainder of his school career.

Yes. And does he freeze up in tests? Prepare material he knew perfectly the night before? Run out of time and leave as many as half the questions unanswered?

Then get ready for one of the most satisfying half-hours of reading you have ever known, starting on page 205. For here is a complete armory of test-passing techniques-that help remove crippling nervousness and tension from your child-that take the trickery out of double-meaning test questions—that show him how dozens of test problems actually help him solve each other—that give him the tools he needs to face that test with all his carefully-prepared right answers, **RIGHT AT HIS FINGERTIPS**, ready to write down the moment he needs them.

## READ IT FROM COVER TO COVER AT OUR RISK.

Yes, here is a practical, easy-to-read book on improving your child's grades in school that really works. It is meant for every child—six years old or sixteen-boy or girl—now enrolled in grade school, high school or college.

It brings that child—for the first time between the covers of a single book—powerful new study techniques that you may never have dreamed existed before. Study techniques developed by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America.

Included are rapid-study techniques that can produce up to twice as much homework from every study hour. Speed-reading techniques that cut through waste wordage and pick out the core of an assignment.

Word-building techniques, that may double your child's vocabulary in a single year. Clear writing techniques that let him put his thoughts down on paper, clearly, carefully and correctly. Problem-solving techniques, that give him the answer to a surprising number of "problem-within-a-problem" math quizzes, even while many of his classmates are struggling alongside him to find out where to get started.

And—above all—a complete armory of testing techniques—that can turn D's and C's into B's or even A's. That can turn 60% or 70% or 80% or 90% or better. That can unlock the true, natural ability of your child to master facts—that may be tragically half-wasted today!

## TRY IT AT MY RISK FOR A FULL 10 DAYS.

The price of this revolutionary new book is only \$4.95. But it is yours to read without risking a penny. You prove it to yourself at our risk for ten full days. It must do everything we say, or simply return it at the end of that time for every cent of your money back immediately.

You have nothing to lose. Your child has a whole new world of achievement to gain. Send in the No-Risk Coupon below—today!



EUGENE M. SCHWARTZ

When a father worries about the kind of education his son is getting in school—and when that father is also president of a publishing company that specializes in modern learning methods—then sparks fly.

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in destru-learning, the modern science of learning how to learn. As a writer, editor, publisher, he has been instrumental in bringing to the American public, books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not achieve these incredibly powerful learning breakthroughs to the maximum? Why not change the lives of their classrooms? This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says. "I couldn't rest until I did it myself."

## VITAL NOTE!

To gain its wonder-working benefits for your child—there is absolutely no need for you to buy this revolutionary new book from cover to cover!

This is not a textbook. Not a study manual. There are no lectures—not a single "blue-sky" theory to ponder over or memorize, in this entire book!

Instead, it is designed to give IMMEDIATE HELP—OVERNIGHT—RIGHT AT YOUR CHILD'S FINGER-TIPS—in those problem areas that are blocking your child's true progress in school today!

It pinpoints that problem for you INSTANTLY! Directs you to the real cause. Shows you concrete, step-by-step steps you can take today to quickly overcome that problem. And gives you the wonderful thrill of seeing your child start to replace error and confusion with memory and performance RIGHT THEN AND THERE—RIGHT BEFORE YOUR VERY EYES!

Prove it yourself—entirely at our risk! Simply browse through this book at our risk for ten days! Use its wonder-working techniques to improve your child's reading, spelling, fractions, science, expressing himself—any problem that is holding your child back in school!

If you don't see breathtaking improvement in those first few days alone—if you are absolutely amazed and delighted—THEN THE ENTIRE EXPERIMENT DOESN'T COST YOU A PENNY! Simply send back the book, and we'll refund your money. It will be returned to you immediately!

You have nothing to lose! Act TODAY!

## EXECUTIVE RESEARCH INSTITUTE, INC.

### MAIL NO-RISK COUPON TODAY!

#### EXECUTIVE RESEARCH INSTITUTE, INC.

Dept. NYM-10

119 Fifth Avenue, New York, N.Y. 10003

# Use Your Newspaper to Boost Your Child's Grades

Five minutes every Sunday with this paper could be one of the greatest gifts you will ever give your youngster

By EUGENE M. SCHWARTZ

Author of "How to Double Your Child's Grades in School"

HOW MUCH will your son earn in his lifetime? What kind of career will he carve out for himself?

Will he be a winner or a loser in life's deadly serious competition for money, position, self-respect?

The answers to these questions depend overwhelmingly on your child's ability to absorb facts and figures and to put them to use. And girls need this facility as much as boys.

This article is designed to help you help your child increase that priceless ability—using only this newspaper, five minutes of your time every Sunday, plus a few thought-provoking questions listed below.

## How to Increase Your Child's Vocabulary

Words are compressed ideas. They are solidified thoughts which enable your child to think better, reason logically, express his own ideas with a force and drama that persuade other people to follow his point of view. Therefore, the more words your child learns, the better.

1. "Let's learn to build a stronger sentence."

Pick up any page of this paper. Take a headline or sentence at random and read it to your child. For instance: "American Troops Advance Against Reds." Now ask your child whether he can take this same idea and build a stronger sentence around it.

For example, your child might say, "American Troops Cut Through the Jungle After Fleeing Reds." Encourage him to use vivid words that excite the interest of the listener. Urge him to use larger, more complex words that he may have just learned so he won't forget them. Use this game two or three minutes every Sunday.

2. "What does this newly learned

word really mean to you?"

Now teach him to recognize new words instantly by breaking the words down into their Latin parts and then seeing how the total meaning of the Latin parts adds up to the total meaning of the new word.

Get a good dictionary or any other book that lists the meaning of these Latin parts. Skim through your paper for a minute or two every Sunday and pick out some words which are new to your child and which are primarily composed of these Latin parts.

For example, in this article I have used a number of Latin-derived words. Let's take one of these words, and break it apart. *Facility* comes from the Latin word-part *fac*, which means (in English) *do*. Therefore, *facility* means the ability to do something.

But why stop there? Once your child has learned a new word-part, ask him to explore it further. What other words can he think of that have this word-part, *fac*, in them?

How about *factory*—a place where you *do* things with machinery. Or the adjective *facile*—a *facile* person is a person who can *do* things easily. Or even the frightening word *factotum*—which is nothing more than a person whom you hire to *do* something for you in your absence.

You can see immediately how fascinating this can become. Why not learn one or two new word-parts each Sunday—and start your child on the road to a great vocabulary!

## How to Increase Your Child's Reading Speed and Skill

The child who cannot read cannot learn. The child who cannot read fast, and well, and remember what he reads, is forever crippled in life's race for achievement and success. Above all other goals, you should work with your child at least a few

minutes every week to improve his reading skill. For instance:

1. "What would happen if you bit a pencil while you read?"

Some children move their lips when they read and this means trouble. "Lip reading" means your child is slowing his reading speed down to normal talking speed—or only about one-third of his true potential.

But you can help him correct this bad habit. Hand him this newspaper and ask him to read a short news story to himself. Time him. Then take an ordinary wooden pencil, put it between his teeth, and ask him to bite it! Now have him read another story of the same length. Time him again—this time with the pencil between his teeth to prevent his lips from moving.

I think you will be delighted with the new speed he automatically picks up from this simple trick. And keep it up—keep him biting—until he can read even the hardest textbook without moving his lips in the slightest.

2. "Let's see if you can read this story in one minute flat—by asking the right questions."

Good reading is essentially a search for the main thoughts of a story. And your child can find the main thoughts by asking the magic questions: what? why? where? when? who? how? Your child should memorize these six tiny keys to knowledge and use them every day.

They offer him a "road map" to any news story or feature. Now he knows what to look for. Now he can simply skim through the story—flashing over unimportant details—concentrating on the answers to his "main thought" questions.

He should be able to finish the story in about one minute. And you can test his retention of the important facts of the story by asking him questions about it when he has finished.



The author tried out his teaching methods on his son.

## How to Increase Your Child's Ability to Handle Figures

Now turn to the advertisements in this paper. Here you have all the material you need for a quick (and fascinating) three-minute drill in practical, everyday mathematics.

Take a supermarket ad, for instance, hand your youngster a piece of paper and a pencil, and ask him a question like this: "If I went to the supermarket tomorrow and bought a roast for \$6.49, a chicken for \$3.27, and some vegetables for \$8.14, how much money would I have spent? How much change would I get from a \$20 bill?"

Now watch him put those figures down on the paper. No matter how bad your math is, you can always check two vital points at a glance. First, does he make each number clear and sharp? Or does his 4, for example, look like a 9 or a 7? If so, he'll make careless mistakes with these numbers the rest of his life. Drill him over and over again till each figure is as sharp and precise as if he wrote it with a typewriter.

Second, are his addition columns perfectly straight? Are the 1s under the 1s, the 10s under the 10s, the 100s under the 100s? Can you draw a line between each column with a ruler without touching a single figure? If not, he is again in trouble.

Research in schools has shown that correcting these two small mistakes—and nothing else—has increased students' grades in math by as much as 20 percent overnight. That's one-fifth higher grades for your child for just a few minutes of your time.

If he's in the higher grades, of course, make the questions harder. For example: "If a roast is marked down from \$6.98 to \$4.87, what percentage of my money do I save?" Again check neatness and accuracy in copying down the problem and pre-

(Continued on page 15)

## Boost Your Child's Grades

(Cont. from page 6)

cision in working it out. Do not check the method or the answer; leave that to his teacher. In this way, no matter how limited or rusty your own math is, you can help sharpen your child's.

### How to Increase Your Child's Test Grades

Now comes the payoff—the crucial moment when your child shows what he learns and that he can put it to use. In life, as in school, your child will be faced with a series of tests. Some are written, some are verbal, some are economic or social or moral. So he might as well get used to doing his best in them right now.

The big crippler in taking tests is nervousness. Research shows that the main cause for test-room nervousness is the unfamiliar phraseology of most test questions. The more familiar a child becomes with the form these questions will take, the better his grades will be.

Therefore, your job in your Sunday reviews with this newspaper is to spend a minute or two familiarizing your child with these question formats. To do this, you again have him learn a new word or read a story or do a math problem as we have described above. Then you ask him questions about what he has done.

But you phrase these questions exactly as they would be phrased in a school test.

And he answers them the same way he would answer them in that test;

Commonly used formats are true-false; multiple choice; matching; completion ("A factotum is a person who \_\_\_\_\_ something for you"); enumeration ("List four words using the Latin word-part *fac").*

Others are sequence ("List, in order, the three missions the Gemini 11 flight was designed to accomplish"); analogy ("A factotum is to an agent as a factory is to: a. skillful person; b. manufacturing plant; c. acquired skill"); essay ("Discuss in one or two sentences the purpose of the Gemini 11 mission and what space flights will follow it").

There they are. They look, and are, tricky at first. But they get easier and easier for your child as you give him more and more practice in answering questions phrased in these formats.

This, then, is a condensed Sunday program—designed to enable you to use this newspaper to raise your child's grades. It should take only a few minutes each week—and should give you a fascinating activity to share with your child.

In the competitive world of grade-averages and achievements he lives in, it may be the greatest gift, besides love, you can give him. ♦

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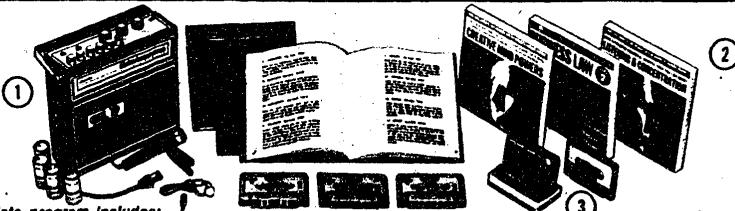
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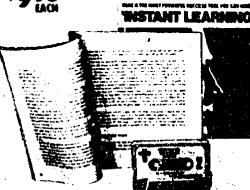
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Or have a dozen more of the country's top intellectual, financial and medical leaders pour "AUTOMATIC KNOWLEDGE" INTO YOUR BRAIN as simply and logically and inevitably as this...

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Just picture this revolutionary break-through to yourself! Let's say that tomorrow morning you want to learn Harry Lorayne's amazing Master Memory Code, that enables you to memorize the names and telephone numbers of as many as FIFTY people, without error.

Or you want to master every detail of the thrilling step-by-step audio course on developing "Money-Making Radar" so you can scoop up golden opportunities, instantly and automatically before the men around you even recognize that they are there!

Or you wish to take the vital points of that 12-page memo you received last night, and burn it into your memory so perfectly that you can dazzle your associates with your insight into it, this very morning!

How can it be done? Before this electronic break-through, it would have been almost impossible! It would have required days of study... super concentration... hour upon hour of painful memorization!

## But Now Look At How Easy It Is!

All you do is this:

Simply take the material you want to burn into your memory—for example, the Seven Golden Money Making Rules—and RECORD THEM ON THE SPECIAL AUTOMATIC-MEMORIZER WE SEND YOU AS JUST ONE PART OF THIS ELECTRONIC, AUTOMATED LEARNING PROGRAM!

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Think of it! Now concentration is no longer required! Now any necessity for study has completely vanished! Now will power can shoot right out the window! Go ahead and "concentrate" on your driving. Let your mind "wander". Make no attempt, if you wish, to "consciously" try to memorize these rules. But realize this vital fact: That every single moment you are driving, this information is being "force-fed" into your mind!

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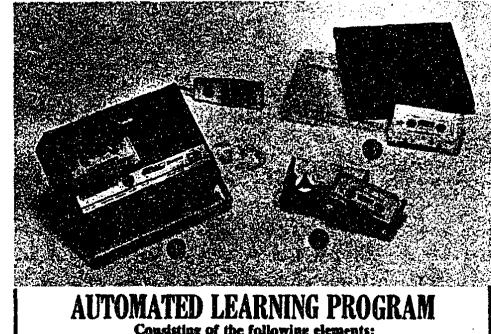
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## The Fabulous New Teaching Machine Auto-Mated Speed Learning Method

### A MESSAGE TO PARENTS

Dr. A. J. Foy Cross, A.B., B.Sc.,  
B.F.A., M.A., Ph.D., Fulbright Lecturer,  
Executive Director, Univox Institute



And he'll feel new confidence in himself—new pride in his accomplishments. His whole attitude to school and education will take a big turn for the better. And all because of the UNIVOX Teaching Machine Auto-Mated Speed Learning Method.

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With UNIVOX there is no such thing as a slow-learner; there are only slow, old-fashioned learning methods. UNIVOX is automatically paced to the level of the child using it.

This means that your youngster will never be held back by a "slow" class or pushed by a "fast" one. He will proceed at his own, his natural rate.

#### NOW AVAILABLE—YOUR CHILD'S MOST IMPORTANT SUBJECTS

These subjects listed on this page are the most vital ones for your child to master, no matter what grade he is in. They are the courses that continue with your child from Elementary to Junior High and High School. And now, for the first time they have been programmed by prominent educators for your child to use in the most modern, the most effective way known—the Guaranteed UNIVOX Teaching Machine Auto-Mated Speed Learning way.

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###### HISTORY OF THE U.S. • U-3005E

Colonial period, Revolutionary War, War of 1812, territorial expansion, Civil War, U.S. as world power, World Wars I and II to the present.

###### GEOGRAPHY OF THE U.S. • U-3006E

Solar system, land features, climate, natural resources, political divisions, transportation and communications.

###### SPELLING • U-3007E

Plurals, roots, suffixes, prefixes, commonly confused and misspelled words.

###### ARITHMETIC • U-3008E

Addition, subtraction, multiplication, division, fractions and decimals.

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Determining the unknown factoring, simple and quadratic equations, inequalities and polynomials, positive and negative numbers, measurement.

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###### ENGLISH GRAMMAR • U-3003H

Sentence structure, parts of speech, punctuation, word order, idiom.

###### GENERAL SCIENCE • U-3004H

Nature of science, atomic energy, matter, heat and light, sound, weather, electrical energy, radiation, space and our new frontier.

###### HISTORY OF THE U.S. • U-3005H

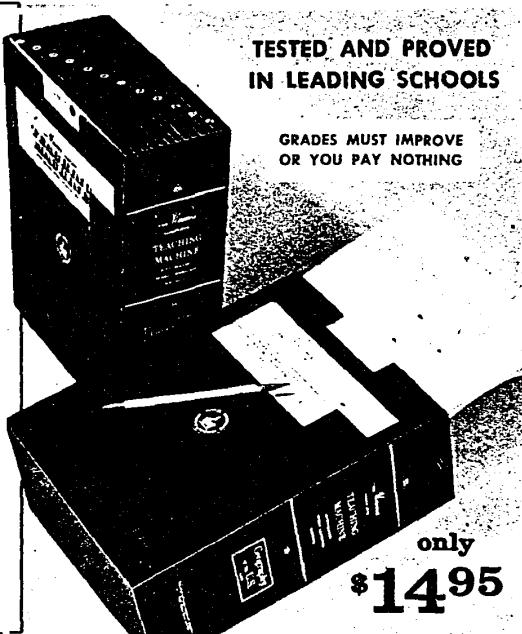
Colonial period, Revolutionary War, War of 1812, territorial expansion, Civil War, U.S. as world power, World Wars I and II to the present.

###### GEOGRAPHY OF THE U.S. • U-3006H

Solar system, land features, climate, natural resources, political divisions, transportation and communication.

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#### GRADES MUST IMPROVE OR YOU PAY NOTHING



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UNIVOX IS FOR ALL STUDENTS—8 TO 18



#### DOUBLE MONEY-BACK GUARANTEE

Because of the proven success of this revolutionary new Teaching Machine Auto-Mated Speed Learning Method with students throughout the United States, we are so confident that your child's grades will improve in any subject of your choice that the Univox Institute Board of Education makes you the Double Money-Back Guarantee as shown below.\*

#### TESTED AND PROVED IN LEADING SCHOOLS —ACCLAIMED BY EDUCATORS—PARENTS—STUDENTS.

The startling academic achievements of elementary and high school students using the Teaching Machine Method have recently been reported in "Time," magazine, "The Saturday Review," "Barron's," "Better Homes and Gardens," "The New York Times" and other leading publications.

Your Child can Learn More—Faster—Easier—As These Students Did, Using the Teaching Machine Method. \*34 ordinary 8th grade students in Roanoke, Virginia completed a full year's work in less than one semester. Half of them scored average or better for 9th grade students, and not one received marks below average. \*17 Nutley, New Jersey High School students completed a full-year course in just 6 weeks.

Guarantee your youngster better grade marks—make him "most likely to succeed" in his class. Give him the UNIVOX Teaching Machine Auto-Mated Speed Learning Course(s) he most needs today.

Just send us your instructions on the Order Form—Guarantee below, with your remittance. Be sure to include your boy's or girl's initials as you want them to appear in gold on the UNIVOX Teaching Machine.

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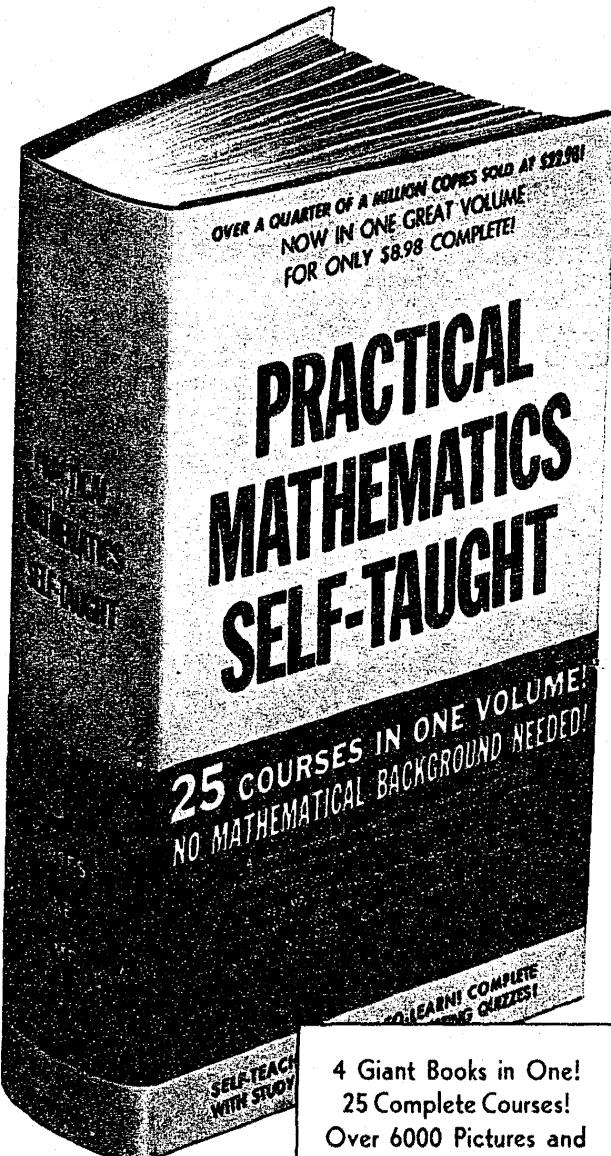
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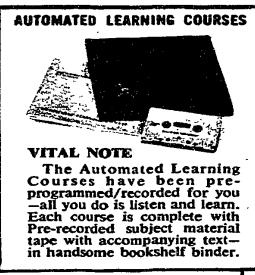
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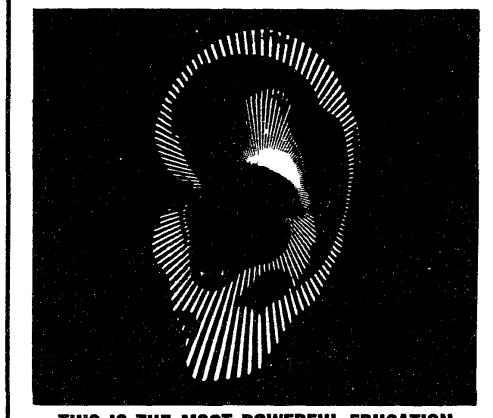
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This second way of evaporating ugly flab from your body is perhaps equally as important as the first. For medical science now knows that a huge portion of those ugly bulges on your waistline, hips, thighs, buttocks and elsewhere is nothing but plain trapped water! And that even

## ABOUT THE AUTHOR

Doctor Ernest R. Reinch entered University of Nebraska in 1917, received Bachelor's Degree in 1921; Doctor of Medicine in 1923.

Doctor Reinch interned at Providence Hospital, Detroit since graduation and has been in continuous practice except for the interruption of three and one half years as a Medical Officer in U.S. Navy.

Professional Memberships: Wayne County Medical Society, Michigan State, American Medical Association and Society of Abdominal Surgeons.

The interest in the problems of obesity was accentuated when patients came from the corners of the earth, such as Australia, South Africa, Europe, England, Sweden and South America.



when you melt away the fat itself, too much bulge remains until you get the trapped water out with it!

You probably already know this. But did you know that most of the ways you use to lose weight today—most of the so-called "diet foods" you use to try to starve that weight off your body—actually increase the amount of trapped water in your tissues?

This includes the Number One "reducing fruit," eaten by millions of men and women when they want to go on a "crash diet"—and that is so effective at retaining water in the body that the armed forces uses it to keep men from bleeding to death when they have no plasma handy!

This also includes the Number One "reducing cheese"—and the Number One "reducing hot drink"—and every single one of the so-called "no-calorie" or "low-calorie" soft drinks! They are all "super water holders!" And unless you know when and how to use them—and when not to use them at all—you'll simply swell up like a balloon, even if you're conscientiously starving yourself twenty-four hours a day!

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At the same time, he also says: "My patients find that soon enough their clothes will become frightfully loose; even their shoes become too big. If you stick to my diet, you might even have to have your bowling ball redrilled."

And he quotes patient after patient, like this: "I am very happy with the results. I can wear a size 12 dress (was 20) or suit, and some size 10 dresses. Weight was 183, now 136... I feel 10 years younger too."

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N.Y. & Fla. res. please add appropriate sales tax.

At last! Doctor reveals new 6-days-a-week diet that

# Doesn't Just Shrink Fat Cells, But Destroys Them!

Controversial? Yes! But it may also be the most important reducing discovery of our day! Because here at last is a simple diet that doesn't just *empty out the contents of those ugly fat cells, distributed all over your body...but can actually destroy, in case after case, the fat-cells themselves!*

So—this time—when you start eating normally again, *there can be no place for that new fat to stay in your body!* It can't be drawn up into those empty fat cells as though they were miniature sponges! And you don't blow up like balloon once you've stopped dieting!

#### And Best Of All, You Eat Whatever You Want! Anything At All You Want! One Full Day A Week!

So you never really give up a single one of your favorite foods at all! You never really miss the ice cream . . . chocolate . . . pastries . . . desserts . . . pasta . . . creams and sauces . . . and every other single one of the dishes you love now! NONE of them are cut out of your diet! Any one of them you want—any combination of them you want—are completely allowed on that one "FREE DAY" every week!

#### And You Get Your Choice Of HOW FAST You Want To Peel Off The Weight!

And remember, with this diet you are not just losing liquid fat—the content of those ugly fat cells that have swelled your body since you were a child—but you can now *actually dissolve those very cell walls themselves!*

It's exactly as though your body—like the body of every naturally overweight person—had millions upon millions of tiny fat-sponges distributed all over it! And when you over-eat, these tiny sponges "soak up" the excess fat that's carried to them by your bloodstream!

Now you can see why ordinary diets don't last! Because, when you go on an ordinary diet, no matter how tortuous it is, that ordinary diet is designed simply to drain out the liquid fat from the INSIDE of those "sponge" cells! It's exactly as though you'd squeezed them dry! They shrink alright! But the "sponge" cells themselves are still there, waiting to soak up MORE AND MORE NEW FAT, once you go off that diet and begin eating normally again!

But Dr. Collins' diet works on an entirely different principle! It is specifically designed to eliminate the building blocks of those cells, at exactly the same time that it eliminates the liquid fat stored within them! So both liquid and solid fat pour out of your body at the same time! The "sponge" is destroyed right along with ugly liquid that swelled it up! And—this time—(to quote Dr. Collins himself), "When you resume a normal diet, you will STAY THIN more consistently!" (Emphasis ours.)

#### Ingenious? Yes! But Still Only The Beginning! Because The Real Pay-Off Comes Now—in The Breathtaking New Flood Of Health That Pours In To Your Entire Body!

For you must understand this—Dr. Collins developed this powerful diet as only one part of an all-over HOME HEALTH PLAN, designed to give average man and woman, everywhere, who are worried about their weight or any other threat to their continued good health, SIMPLE MEDICAL TOOLS THAT GIVE THEM, AT HOME, NEW MEDICAL POWER TO DEAL WITH THEM!

Yes, Dr. Collins gives you, not only new weight-control, but new disease-control . . . new pain-control . . . new infection-control . . . new fatigue-control! Administered by yourself, at home, with startling results, in case after case, like this:

For each of the major and minor diseases that may attack you or your family, Dr. Collins tell you at a glance: what *really* causes it . . . how to prevent it . . . how to treat it if it should strike . . . and (perhaps most important of all) when you should do absolutely nothing, leave it alone, and let your body get rid of it itself!

For example—

Most people think severe chest pain is the first warning sign of

serious lung or heart disease, and therefore run immediately to their doctors. Dr. Collins, however, gives you a simple 30-second test to help rule out heart trouble! And then goes on to how an incredibly easy adjustment to your body may make that pain evaporate—for good!

Most people spend small fortunes trying to overcome chronic constipation, and go through needless agony that only grows worse and worse every year! Dr. Collins shows you a simple way to substitute natural food for those harmful laxatives, and let gastrocolic reflexes give you the relief you want—in many cases, almost immediately! And with no harmful side effects!

Yes, most people never dream of the simple dietary way to banish excruciating migraine pain . . . or how you can let your rheumatoid arthritis burn itself out, without treatment, and without drugs . . . or why many diabetics can treat themselves (unbelievable? See page 148) . . . or how 70% to 80% of kidney stones don't have to be operated on or all to stop them from causing pain . . . or how even an episode of multiple sclerosis can often be coaxed to clear itself up, with nothing more than the gentlest home treatment!

#### But The List Of Pain-Saving, Health-Saving, Dollar-Saving New Revelations Goes On And On! For Example . . .

Why, and when, you may not need a doctor to relieve: Acute diarrhea (as long as there is no temperature) . . . upset stomach . . . most hay fever . . . shingles . . . hemorrhoids . . . dizziness . . . athlete's foot . . . acne . . . gout . . . even to a great extent asthma, and many more—if you know the right way to do it!

World's most effective way to relieve fatigue—without getting more sleep or spending one cent for medical or psychiatric treatments!

New hope for back sufferers! Including how to live with even a herniated disk for years, without needing surgery!

An almost foolproof way to wipe out anemia—the natural way!

What you can do to prevent pneumonia! And tuberculosis! And high blood cholesterol!

A new, superfast treatment for hangover—far more powerful than any other you can use!

How women who wish to, can delay menopause—for years!

Why "old age diseases" are actually *o my!* And why you can simply laugh at them!

#### And More! And More! And More! Everything You Want To Know To Protect Your Vitality and Health! PLUS THE REVOLUTIONARY NEW DIET THAT GIVES YOU BACK THE FIGURE OF YOUR DREAMS . . . FOR GOOD!

Once again, perhaps the best way to prove the overwhelming benefits this book will give you, is simply to turn at once to page 88, and start on the most exciting new diet of your entire life!

Remember, THIS diet not only drains out the liquid fat from your body, but can actually destroy the fat cells themselves! And does it, without giving up a single one of the foods you love on that blissful Free Day each week!

Just think what you'll look like, without those ugly fat cells spread out in lumpy pockets all over your body!

And then imagine HOW MUCH BETTER YOU'LL FEEL AT EXACTLY THE SAME TIME—because THIS book not only takes care of your fat-problem, but most of your other health problems as well!

Why not get started on the new, beautiful life it offers you—today!

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13490 N.W. 45th Ave., Opa Locka, Fla. 33058



#### MEET THE DOCTOR AND AUTHOR

**R. DOUGLAS COLLINS, M.D.** received his B.A. from Oberlin College and his M.D. in 1959 from New York Medical College. He served in the U.S. Air Force, where he practiced neurology and psychiatry, then completed his medical residency at the Harrisburg (Pa.) Polyclinic Hospital. He also was a resident in neurology at Jefferson Medical College. He is on the staff of five hospitals in Pennsylvania, one of them where he is Chief of Medicine.

Dr. Collins is the author of three well-known previously published books, *Illustrated Diagnosis of Systemic Diseases*, *Illustrated Manual of Laboratory Diagnosis* and *Illustrated Manual of Neurologic Diagnosis* . . . plus medical articles in professional journals.

Now—for the first time—an international Jet-Setter reveals the "inside" story:

# How The Beautiful People Get Rid Of Both Cellulite And Ordinary Fat—Without Dieting!

**Yes, the Beautiful People cannot afford to be fat!**

Those stunning, sleekly-slim couples who grace the pages of the fashion magazines and society columns...who spend each new Season in New York and Cannes and Saint Moritz and Saint Tropez...who live surrounded by a horde of admirers and photographers *must* remain youthful and slim right up to 50...60...70!

*And yet they eat lavishly, feasting on exotic cuisines as they travel the globe, but always retaining their fantastic figures.*

And, if you were to ask them what they do to maintain their Beautiful People Bodies, the answer would always be the same: "*I don't do ANYTHING; I don't diet!*"

That's right! *The Beautiful People Don't Diet!* They enjoy the finest food in the world and yet the needle on the scale barely moves! How do they do it?

For the first time, Luciana Avedon (former Princess Pignatelli and now the wife of the European cosmetics executive, Burz S. Avedon) reveals the "BEAUTIFUL PEOPLE MIRACLE FORMULA" responsible for all those lusciously svelte figures on the society pages. How they NEVER go on fad diets, NEVER take dangerous amphetamines, "diuretics" or diet pills, and NEVER give up their favorite foods either! How they simply go right on eating the foods they like—but in a special way that keeps them always fashionably slim, without their having to jump on and off the diet merry-go-round.

To give just a few examples:

One California socialite says: "I always keep my weight fluctuation within two pounds. It's bad for the face when you go up and down."

Another stunning fashion leader says: "I weighed more at age 25 than I do now." (She's now 37!) Another says: "Sitting down to nothing but clear soup or health food depresses me; it makes me feel like an invalid."

And another Italian Beauty confesses: "Take away pasta and I would die!"

But yet they know how to splurge like this without incurring disaster on the scales! They get their food kicks—constantly—but their figures never show it!

They eat the finest food in the world (even the delicacies and "tempters" you'd be horrified to touch), but they do it in a way that never lets them put on more weight than they can simply "peel off" in a few days any time they decide to!

(In fact, these Beautiful People secrets of delicious figure-maintenance are so powerful that, when one young overweight model was introduced to just one of them, she lost 22 pounds in one month and stayed at that weight from then on. And another young girl, when shown how, lost 20 "impossible" pounds in two short months, even though not a single meal demanded special preparation!)

## So, From Now On, Forget About Debilitating Diets! The Beautiful People Don't Use Them—Why Should You?

Once again, let us emphasize that the Beautiful People think dieting is a "bore." They eat well—very well—and they are not fat! They wouldn't think of dining without their favorite foods and the needle on the scale barely changes!

Then they shouldn't follow their plan and lose weight—pounds and pounds of fat! *The princess is the same, even if you start with 50 extra handicaps.* And you do it all by yourself (without "fat" doctors, or the group therapy approach of diet clubs). And, yet, (to repeat once again) you do not "sacrifice" the foods you love for a single minute!

Yes, you can still enjoy parties, restaurants, business lunches or dinners, and "super-relaxed" vacations. You can eat all the foods

you usually do, and still find the pounds and inches gradually, but permanently, melting off!

### Listen, As The Beautiful People Tell You How To:

Condition yourself by developing your own built-in "Fat Radar" so that the minute your weight starts to shoot up, you can shoot it down!

Take off fat while it's still "soft"...before the body has had a chance to make it part of the muscle structure. Before it marblesizes, as in a fat steak, and becomes even harder to lose!

Make the natural diuretic power of food even MORE effective, so that accumulated tissue water drains out of your body faster and you NEVER get that bloated look!

Lose tons of weight—all in the right places—and NEVER get "scrappy" looking in the face. Actually melt unwanted pounds right off your body, and still retain that "youthful" bloom in your face the Beautiful People way!

### PLUS...

How to be thin as a model, and still have the energy and stamina of a truck driver!

The Beautiful People's special "Secret Elimination Diet" that detoxifies your system...drains our internal poisons...at exactly the same time that you are painlessly losing weight!

The Beautiful People "Easy-Diet Plan," a permanent part of your life, so that you continue to lose weight for as long as you wish, and yet NEVER feel deprived!

How to prevent your body from automatically "adjusting" to your first massive weight loss, so that it actually prevents you from taking off even more pounds.

What to do if you are a "sandwich fiend" and don't want to cut them out of your diet?

What the Beautiful People make sure that they never lose more than 18 pounds at a time.

How they painlessly "retrain their nervous system so that they don't go on eating binges during an anxiety attack."

The most carefully guarded Beautiful People secret: how to lose weight super-fast, purify your body, and heighten your sense to a new state of awareness at exactly the same time!

The hypnotherapy approach to weight loss!

How the Beautiful People lose weight while they are traveling.

How the Beautiful People keep their children from developing unhealthy and fattening eating habits.

What the European Beautiful People do at once when their skin looks bad, they have trouble sleeping, or they are just feeling dreadful.

Why the Beautiful People feel that American men are a "disaster...overweight, over-tobaccoed, over-alcoholized, and undersexed." And, what Beautiful People Males "over 30" do to retain their very special attractiveness:

The Beautiful People "cure" for sporadic over-indulgence. In other words, how to eat your cake, and have a knock-out figure too!

### Yes, The Beautiful People Have Been Looking Fabulous For Years THIS Way. Now You'll Learn How, WITHOUT RISKING A PENNY!

You are just as capable of keeping younger, prettier, slimmer and more attractive as any of the Beautiful People you'll read about in this book. And once you know their "secrets", you'll be well on your way to joining the ranks of all the Beautiful People all over the world, who realize that being beautiful also means being slender. Return the No-Risk Coupon today, and BE A BEAUTIFUL PERSON TOMORROW!

### ABOUT THE AUTHORS:

Roman-born Luciana Avedon, the former Princess Pignatelli, was educated in Switzerland. Her husband, Burz S. Avedon, is Director of European operations for Eve of Roma, an internationally famous cosmetics firm. She has been a fashion designer and coordinator, and is currently a beauty consultant. Her first book, *The Beautiful People's Beauty Book*, was a best-selling title here and abroad.

Jeanne Molit was formerly on the staff of the New York Times, Ladies' Home Journal and Newsweek.

IMPROVEMENT BOOKS CO., Dept. 6114  
13490 N.W. 45th Ave., Opa-Locka, Fla. 33059



The exquisite authoress: Luciana Avedon, the former Princess Pignatelli.

### SPECIAL ADDED BONUS:

#### How The Beautiful People "Smooth Away" Ugly Cellulite, The EASY Way!

Yes, while these Beautiful People are incredibly slim and supple at all ages—actually glowing with good health—they have also learned how to FREE themselves of ugly and disgusting CELLULITE! (Cellulite is you may know, is "orange-peel fat," the weird shapes of hidden fat that stick to the back of the thighs, knees, arms, buttocks and back. The skin is simply fat packed that causes depression and unhappiness in thousands of American women who cannot walk down a beach, or up to a husband or lover, without feeling unattractive or just plain ugly!)

This is not ordinary fat, by any means. And it can't be gotten rid of by ordinary means. Instead, it's bumpy, hard lumps of toxic material—really a gel-like substance—that become trapped in bubbly, immovable pockets just beneath the skin. It's found in pencil-slim models and housewives alike. In fact, it's reputed to disfigure almost 90% of the women in the world! But not the Beautiful People! Why?

BECAUSE OF THESE TWO SIMPLE "CELLULITE CHASERS" THAT YOU CAN USE YOURSELF RIGHT IN YOUR OWN HOME, STARTING IN JUST A FEW MINUTES A DAY!

No, you don't need fancy doctors, or expensive health spas to be able to bid farewell to these unsightly globules. You can achieve spectacular results simply by following these two simple steps beginning on Page 26:

First, attack the cellulite you're carrying around right now through this special self-massage treatment designed to break it up and quickly "wash" this figure-distorting mess right out of your body!

Second, follow the unique Anti-Cellulite-Food Program that will actually help your natural circulatory system to rid your body of annoying substances BEFORE they can build up and become IMMOVABLE CHUNKS OF FAT!

Both these Cellulite Fighters are yours, as just one section of this great Beautiful People Over-All Body Beauty Plan...yours to read from cover to cover, entirely at our risk!

### MAIL NO RISK COUPON TODAY!

IMPROVEMENT BOOKS CO., Dept. 6114  
13490 N.W. 45th Ave., Opa-Locka, Fla. 33059

Gentlemen: Please rush me a copy of THE BEAUTIFUL PEOPLE'S DIET BOOK, #80108, by Luciana Avedon and Jeanne Molit! I enclose \$5.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for \$\_\_\_\_\_

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# If you have the determination to follow this world-famous physician's Final Diet, then **YOU CAN LOSE 20-40-60-80 EVEN 100 POUNDS** **-and Never Gain an Ounce of it Back!**

This is an entirely different kind of reducing ad—for an entirely different kind of reducing book. It may be the LAST reducing book...the LAST reducing product...the LAST reducing aid you will ever have to buy in your entire lifetime—IF you have the determination to learn the TRUTH about permanent reducing, and stick to it!

This advertisement pulls no punches. It offers you no impossible dreams. It simply gives you a set of facts about permanent reducing—about taking off weight and NEVER putting it on again—that, though they are demanding, are also so thrilling that they may be hard to believe at first.

Let us state the most vital fact over again—right here:

*If you follow this Final Diet, you can lose 20-40-60-80—even 100 pounds, and never gain an ounce of it back.*

We are going to repeat this statement of fact, over and over again throughout this advertisement, so you can never lose sight of it.

*If you follow this Final Diet, you can lose 20-40-60-80—even 100 pounds, and never gain an ounce of it back.*

This is the essential fact. Now let us go on with the details—

Let us introduce this puzzling fact right at the beginning.

What you are about to be given in this book is a strict and precise diet—which carefully and scientifically controls your every eating moment—but which has the surprising result of making many of your weight-loss problems far less difficult than you ever dreamed they could be!

**MEDICALLY PROVEN ON THOUSANDS OF PATIENTS. IT CAN GIVE YOU A NEW**

**FIGURE AND A NEW LIFE—if you FOLLOW IT SO RELIGIOUSLY THAT YOU EVEN EAT WHEN IT SAYS TO EAT EVEN IF YOU DON'T FEEL HUNGRY!**

Here are a few examples of the "pleasant surprises" you will find throughout this book:

Although, of course, this diet forces you to eat less food overall, it may actually force you to eat MORE food at certain times of the day. For example, if you are like most over-weight people, you are simply going to have to eat MORE for breakfast, whether you want it or not. And this diet allows you OVER THIRTY different kinds of snacks—one between every meal, and one every night before you go to bed.

*There is no longer any need to try to STARVE yourself into a weight loss. Because, when you follow this Final Diet, you can quite normally lose up to 100 pounds—a year—and never gain a single ounce of it back.*

Certain foods, of course, are omitted. But certain other, surprising foods are quite actively included. For example, you are allowed ice cream up to three times a week. (Watch your friends' eyes pop open with astonishment when they see you eating that delicious ice cream dessert—and STILL shedding inches and pounds!)

## About The Author:

**DR. MORTON B. GLENN**  
 Dr. Glenn is President of the American College of Nutrition. He has served as medical consultant to the U.N. and as President of the Food and Nutrition Council of Greater New York. In addition to his private practice, he is chief of the Obesity Clinic at Knickerbocker Hospital, of the Morrisania Nutrition Clinic, New York City Department of Health, of the Kings Bay Obesity Clinic, New York City Department of Health.

And, at the same time, you'll have sandwiches for lunch, and, if you wish, a cocktail before dinner and wine with it. In other words, there's no punishment in this diet—only scientific eating.

And—very important—if you make a mistake one day (as this doctor KNOWS you're going to make mistakes), and overeat, then he simply does NOT permit you to cut back on your food the next day to "make up" for it! This is the fatal mistake most dieters make that destroys their diet. Instead, he forces you to eat YOUR FULL DIET the next day, and forgive yourself, and go on losing weight.

**IS YOUR WEIGHT UNEVENLY DISTRIBUTED? ARE YOU AFRAID THAT DIETING WILL MAKE YOUR FACE LOOK OLDER? DO YOU HABITUALLY OVER-EAT AT PARTIES? THEN HERE AT LAST ARE MEDICAL SOLUTIONS TO EACH OF THESE PROBLEMS.**

And—to repeat again—when you follow this Final Diet, you can lose exactly as much weight as you wish...you can lose 20-40-60-80—even 100 pounds...and never gain an ounce of it back.

Now let us examine some of the quite remarkable side effects of this diet—documented boni-benefits that no crash-diet on earth, for example, could ever get you.

In the first place, because of the scientific nature of this diet, it has proven—in case after case—to be of special help to men and women whose excess fat is primarily on or below the waist.

Secondly, because this diet is NOT a crash diet, NOT a torture diet, it does NOT cause the skin of your face to collapse, wrinkle and furrow in that terrible way that crash diets do often do.

On the contrary, if you follow this Final Diet precisely, your face will look younger from almost the very first week. And you will lose exactly as much weight as you wish...you can lose 20-40-60-80—even 100 pounds...and never gain an ounce of it back.

And you will be able to lose this weight, and keep it off, despite the parties you attend—despite the business or club lunches and dinners—despite all the social eating and drinking everyone of us must do, every week of our lives!

Because this is the first diet you have even seen that gives you specific techniques for dealing with each one of these "food traps." That allows you to satisfy yourself AND your diet AND your companions—without calling the slightest attention to the fact that you are dieting, and by actually allowing you to SEEM to eat and drink as much as they are, when you are really LOSING POUNDS AND INCHES at the very same moment that they are gaining them!

Yes, even if you attend another business lunch, every day of the week, when you follow this Final Diet, you can lose exactly as much weight as you wish...you can lose 20-40-60-80—even 100 pounds...and never gain an ounce of it back.

In fact—  
**MANY PATIENTS FOUND THIS APPROACH SO EFFECTIVE THAT THEY LOST TWICE AS MUCH WEIGHT AS THEY HAD ORIGINALLY HOPED TO! HERE'S HOW THEY KEPT THAT WEIGHT OFF. AND WHY YOU CAN TOO.**

The proof of this diet, of course, is in the results it produces for YOU. That is why we allow you to read it from cover



to cover, AT OUR RISK, and why you can try it for thirty full days thereafter without guarantee of a refund.

Let us make this perfectly clear: The first thing you do when you receive this book, is write down the exact amount of weight you want to lose—right inside it. This may be 10 pounds—20 pounds—40 pounds or more. It makes no difference.

Then, that same day, you begin the diet. But with THIS thought:

Every one of the thousands of successful patients who have traveled this road before you, have written down the figure that they wanted to lose. But once they got started—once they learned these new eating habits—many of them simply went FAR BEYOND the weight-loss figure they had first thought would be "perfect" for them!

For example, one woman patient wanted to lose 10 pounds, and be as thin as she was five years before. But as the diet developed, and the fat melted away from her body, she decided to GO ON and lose 20 pounds, and be as slim as she was on the first day she was married!

Why did these patients decide to lose more, and more, and even more weight? FOR THE VERY SAME REASON THAT THEY DID NOT PUT THIS WEIGHT BACK ON AGAIN! Because by following this diet precisely, these men and women LEARNED NEW EATING HABITS. They literally retrained

their appetites! They destroyed the fat-causing food patterns that had kept them over-weight for years!

This was by no means easy—but they did it, and you can do it too! And once you have done it, it will be practically impossible for you to eat in the same old fat-causing way that you are eating today!

Once you follow this Final Diet precisely...once you put yourself on the road to making these scientific new eating habits your guides to health and beauty...then you can lose exactly as much weight as you wish...you can lose 20-40-60-80—even 100 pounds...and never gain an ounce of it back.

## PROVE IT YOURSELF—ENTIRELY AT OUR RISK

The choice is now yours. You have been on fad diets—skim diets—miracle diets. You have lost some weight. You have gained it right back again!

## NOW DO YOU WANT TO LOSE IT FOR GOOD?

There is no wardrobe in the world you can buy that will make you look as attractive. There is no pill in the world that will give you as much renewed energy and vitality, or add more healthy years to your life.

The choice is yours. This is a book for people who mean business. If you really mean business, cut out the coupon and send it in—at our risk today!

**INFORMATION, INCORPORATED, 119 FIFTH AVENUE, NEW YORK N.Y. 10003**

### MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED, Dept. NYB-25  
 119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Without obligation please rush me the amazing new book, HOW TO GET THINNER ONCE AND FOR ALL. I am enclosing only \$5.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say...If I am not completely delighted within 30 days, I will return book for full money back at once.

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Released at last! From the physician whose average weight loss  
is **65 pounds per patient**...the fat-melting program that

# Overcomes the Body Chemical that keeps you fat!

And that therefore lets your body burn fat two to three times as fast as it's doing today!  
So that any amount of weight you want melts right off you . . . while you glory in what can  
only be called "The Eat-est Diet in the World"!

## Do You Want Indisputable Proof? Then Read What The Doctor Did For The Boston Police Department! When He Carved AN AVERAGE OF 65 POUNDS APIECE Off 400 Policemen—While They Ate MORE Than Ever Before!

Perhaps you have read about this incredible new massive-weight-loss accomplishment in your daily newspaper... or seen some of the before-and-after photographs of the police officers who participated in it on your TV screen! In any case, let us briefly summarize its results for you here:

A few years ago, this eminent physician was called in by the Boston Police Department and given an almost impossible task: "Give our officers a diet they can stick to... that won't torture them, tire them out, or wear them down... and that will get them down to their ideal weight. FAST, and keep them there—FOR GOOD!"

Any other doctor would have thrown up his hands in despair! For how do you get someone to lose up to a hundred pounds in a few short months, and still not give him one hungry moment? How do you get him to peel off fat so fast that last week's clothes sag and still order him to eat MORE than the day he first came to you?

And how do you make automatic fat-burning feel so good that that person will STAY 20 . . . 40 . . . 60 . . . 80 . . . even 100 pounds thinner FOR THE REST OF HIS OR HER LIFE—and NOT because you stuck around to keep him on the diet, but because that diet satisfies him so completely that he has ABSOLUTELY NO NEED to ever gain back an ounce!

**Impossible By Ordinary Means—Yes! But THIS Doctor Had Discovered A HIDDEN KEY To Massive Weight-Loss! A Hidden Chemical That Locked Fat Right Into Your Body! AND THAT COULD BE OVERCOME AS SIMPLY AS THIS —**

And, of course, all these members of the Boston Police Department were chronic Diet Failures! All had tried to lose weight before and failed—even with starvation diets! Or else they had managed to torture off a few miserable pounds by sheer agonizing will power . . . and then swelled right up again to even heavier weights than they had been before!

**AND NONE OF THIS MATTERED IN THE SLIGHTEST TO THIS DOCTOR!** For THIS doctor was no longer interested in torture, or will power, or starvation, or built-in failure! This doctor had gone far beyond mere calorie-counting, or food-deprivation! He had gone deeper than all of them, to the very heart of the body-mechanism that makes people stay fat!

And that "something" was this—  
**EVERYTHING THAT THESE "CHRONIC FATTIES" HAD BEEN SAYING (and that friends, and even their doctors had laughed) WAS TRUE!** It was TRUE that most people had something wrong with their body that KEPT them fat! It was TRUE that they could NOT lose weight on starvation diets. (In some cases, in this doctor's files on 300-calorie diets, BECAUSE SOMETHING THAT WAS BORN INTO THEIR BODY KEPT BLOCKING THOSE DIETS EVERY TIME!)

And that "something" was this—  
**A natural chemical (called an "antibody") THAT KEPT THEIR SYSTEM FROM BURNING FOODS THE SAME WAY THEIR "NORMAL" THIN FRIENDS' BODIES DID!** So (as they kept on saying), while everyone's friends ate turned to energy, "EVERYTHING THEY ATE TURNED RIGHT INTO FAT!"

**But, Once This Hidden Chemical Was Discovered, You Could Then "EAT IT RIGHT OUT OF YOUR BODY" Like This:**

So of course ordinary diets wouldn't work for these chronic failures—as they just don't work for you! Of course they were going to stay fat—as you are going to stay fat—UNTIL THEY OVERCOME THE FAT-BUILDING PROPERTIES OF THAT ANTIBODY . . . FOR GOOD!

And how do you do this? So simply and easily that you may gasp in astonishment! In these two ways:

1) You switch to a scientific combination of foods—lots of them—that naturally overcome this fat-building antibody by starving it, at the exact same time that they pour energy-giving nutrition into the rest of your body!

(Let us make this perfectly clear: In order to starve fat, and the antibody which keeps multiplying it, at exactly the same time that you stuff the rest of your body, YOU MAY ACTUALLY HAVE TO EAT MORE . . . AND MORE . . . AND MORE THAN YOU ARE EATING TODAY!

You eat till you groan—some of the officers on this "Diet" were actually

sent back to the headquarters table to finish their meals! You eat deliciously! You eat a huge variety of foods! You may actually have your thin friends envy you—while the pounds are peeling away!

And—

2) If you wish, you may also go to your family doctor, and have him give you an inexpensive, harmless little "supplement" that burns up this antibody—and the fat it causes—TWO OR THREE TIMES AS FAST!!! This supplement is for people who really mean business about losing weight—in massive quantities, fast! Any doctor can give it to you! It is perfectly safe! And it's like adding gasoline to a slow-burning fire! The fat virtually FLOWS out of your body!

## And How Well—How Quickly—Does It Work? HERE ARE FACTS AND FIGURES THAT YOU MAY HAVE TROUBLE BELIEVING!

First of all, some 400 policemen were put on this Massive Weight Loss Program! In not one instance was there a single failure! All of them—every one of them—lost weight! And the average weight loss was 65 pounds per patient!

But this is just the beginning! With those officers who had only recently gained weight (and therefore did not have their fat locked-in solid to their body for ten or twenty years), weight-loss occurred so fast that their families gasped in astonishment! In fact, in case after case, 38 . . . 40 . . . and even 50 ugly pounds vanished into thin air in a matter of weeks!

With other officers, of course, who had been painfully overweight for decades, the process was slightly slower. But at the "Eat-Like-a-King" weeks turned into months, weight loss after weight loss after weight loss was reported of 78 pounds . . . 84 pounds . . . 92 pounds . . . 101 pounds . . . 114 pounds . . . even 130 easy-off pounds! Until that person himself said, "I don't want to lose anymore! I'm PERFECT—the way I am now!"

## All This By Eating! Eating! Eating! PLUS ALL THESE EXTRA BENEFITS —

No exercise of any kind needed! This doctor doesn't believe it's necessary! And besides, many of the people who lost the most weight were desk workers, who never even walked to work!

No more sliver-snacks! No nibbling on carrots or cucumbers or celery or olives when you need hunger-relief between meals! Instead, THIS WAY, you eat BIG, healthy IN-BETWEEN-MEALS-MEALS if you want them!

No more Diet Weakness! Because you're NOT starving yourself now!

And because now your fat is being turned into sheer, pulsating ENERGY!

And, of course, no more holdup-guilt! Because then, as every day, you have a ball! And you still lose.

And no more diet-nerves! Because there's no more diet-deprivation! And no more diet-sag to your neck and face! Because you're building muscle . . . you're building strength . . . you're building vigor into the vital parts of your body—at the same exact time that you're starving ONLY the hidden fat! And—most important of all—

## As A Special Added Bonus—LOSE AGE AT THE SAME TIME THAT YOU LOSE WEIGHT!

This is the overwhelming (and at least partially unexpected) fact! That the hundreds of people who went on this diet in the Boston Police Department—as well as thousands of Dr. Berman's patients outside—seemed to shed years and years from their bodies and faces, every single day they enjoyed this Diet!

Why? Because this Program attacks the basic cause of aging, as well as the basic cause of overweight! And the same new chemical mechanism that locks fat from your waist hips, buttocks and thighs ALSO UNLOCKS IT FROM YOUR ARTERIES AS WELL!

This is the reason that youth seemed to pour back into these suddenly

## ABOUT THE AUTHOR

**Sam S. Berman, M.D.**, Swedish-born, has lived in the United States for more than sixty of his sixty-five years. A medical corps veteran of World War II, he has spent more than twenty-five of his thirty-seven years in medical practice researching the "true problems of obesity and premature aging."

His private patients over the years have numbered in the thousands, and his famed Boston Police Weight Control Program is the first such controlled program in any large metropolitan police department.



slim bodies! And this is the reason that not one heart attack occurred to a single person taking this Program!

## So The Facts Are In! The Theory Is Proven! The Massive Weight-Losses Have Been Confirmed Beyond Dispute! THE NEXT MOVE IS UP TO YOU!

This program literally means the difference between slow starvation with no lasting results—or massive weight-loss that STAYS!

It is completely explained in one of the most exciting and fastest-reading books ever written! Why not send in the No-Risk Coupon—TODAY!

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Gentlemen: Please rush me a copy of THE BOSTON POLICE DIET AND WEIGHT CONTROL PROGRAM, #80059, by Sam S. Berman, M.D. I enclose \$6.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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ANNOUNCING—An exciting new way to lose weight with

# "Miracle FAT-BURNING Foods"

Now—see how the high-powered nutrients in these delicious foods  
CHASE FAT OUT OF THE BODY quickly . . . easily . . . painlessly . . .  
permanently!

Dear Friend:

This may well be the greatest weight-loss breakthrough of the century!

Sidney Petrie, a clinical obesiologist, has now completed his report on MIRACLE FAT-BURNING FOODS—foods packed with high-powered nutrients that chase fat out of the body like magic!

He states in no uncertain terms that you can lose 20...50...100 lbs. and more by eating these foods—and they're delicious!

You eat them as supplements to your regular meals—and enjoy more variety than you have been gaining weight on. **ONLY NOW YOU WILL LOSE WEIGHT!**

How can this be? Petrie explains it this way:

"Fat is lost when energy is being produced by the body. It follows that weight cannot be lost unless fat is effectively burned, a process requiring many vital nutrients."

*This is the secret,* says Petrie!

The nutrients in these foods are, in his words, "high-powered...bursting with vitality." They "nourish the cell structure of the body without adding to blood sugar."

## Fat-Burning...Safe, Easy, Fast!

Petrie uses the phrase "FAT-BURNING" to illustrate how these nutrients turn fat into energy. Rest assured that it won't cause you the slightest discomfort whatsoever...because it's exactly the same kind of energy-burning process that takes place when you lift your arm, or blink your eyes!

The only way you'll know it's working is when you look in the mirror and see pounds and inches gone all over your body!

Yes, it sounds incredible—that you can lose 100 lbs. and more by such food intake—but this is Petrie's promise to you. And he backs it up with proof!

## Many So-Called "Hopeless" Cases Helped!

Sidney Petrie's practice consists of so-called "hopeless" obesity cases referred to him by physicians and other medical specialists. Most of them had practically given up hope of ever being able to trim down!

BUT HERE'S WHAT HAPPENED! Even though they had known only failure with every kind of diet in the past...even though they had tried pills, exercises, and contraptions to no avail...as soon as they started eating the MIRACLE FAT-BURNING FOODS, mountains of

fat literally burned away from arms, legs, waist, hips, neck and face.

"For many," says Petrie, "it has been not only a miracle, but a dream come true!"

### Here's Why He States That This Method Is Superior To Any Known Dieting Technique:

"The diet—as it is commonly known—is an error."

"The error of 'diet' lies in its basic precept—temporary deprivation of nourishment...One cannot get this by temporary deprivation, no matter how short the time. You cannot get thin by depriving your body over a period of weeks or months. You make it up as soon as the period ends."

Petrie reports how one woman was unable to lose weight until she started consuming the MIRACLE FAT-BURNING FOODS. They provide more nutrients per calorie than other foods, thus increasing the metabolic rate of the body so that "with metabolism at a higher clip, more energy is utilized and more fat burned off."

### Approved By Physicians!

Of course, this method seems unorthodox. Not every authority in the field of dieting has heard of it yet—and many will doubtless find it incredible. Some may even disapprove. But it has been recommended by others, including physicians. For instance, Milton C. Kemp, M.D. says it "not only provides a safe, medically approved method of weight reduction but also a way of preventing the recurrence of excess weight."

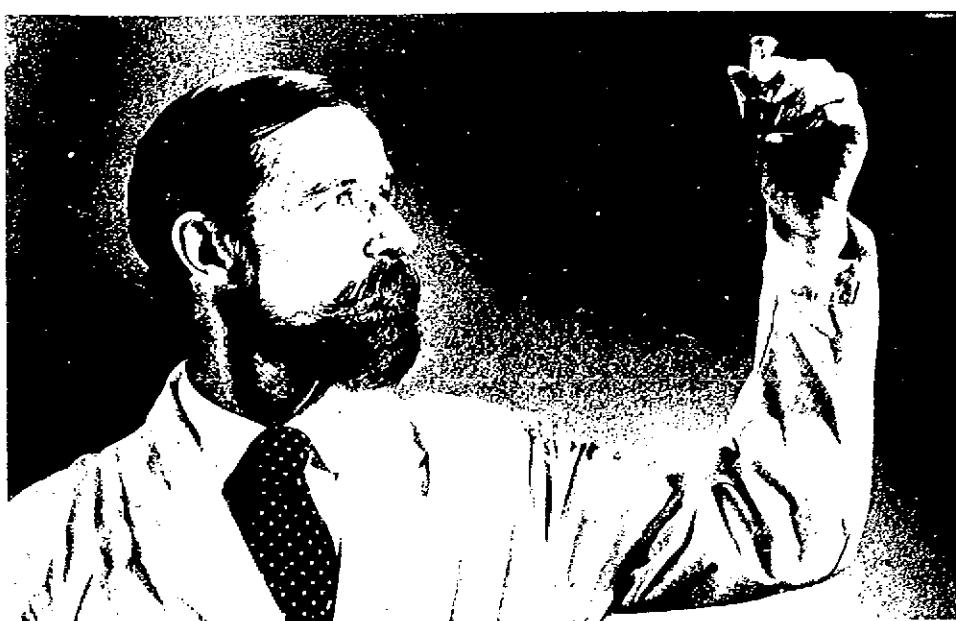
### Hundreds of Successful Weight-Loss Cases Tell The Story!

Petrie refused to release the facts about MIRACLE FAT-BURNING FOODS until he felt *absolutely certain* that they worked, safely and surely. As the evidence accumulated in his files, the conclusion became unmistakable! Petrie found that even people who had always experienced extreme difficulty trying to lose weight, like teen-agers and diabetics, scored striking successes with this method!

#### PEOPLE LIKE—

Mrs. H. C.—who had been on-and-off so many diets in the past, she had lost count! The most she had ever been able to lose was 6 lbs., over a 3-week period. Then she consulted Mr. Petrie, and was told to begin eating MIRACLE FAT-BURNING FOODS.

*The Result: 35 lbs. lost the very first month! 103 total lbs. gone just 6 months after that!*



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• Mrs. M.—who would go on a "sweets kick" two or three times a week. She simply had no resistance against rich creamy cakes and pastries! In desperation, she turned to Petrie and immediately was put on the MIRACLE FAT-BURNING FOODS plan.

*The Result: 67 lbs. quickly BURNED OFF, and the craving for cakes and pastries completely eliminated!*

• Mrs. G.—a diabetic, who (because of her condition) found it extremely difficult to diet. She always would suffer nagging hunger throughout the evening. After her doctor had recommended her to Petrie, he started her on MIRACLE FAT-BURNING FOODS.

*The Result: 5 lbs. lost the first week, remarkable for such a person. She immediately wrote back, saying she was recommending this method to other diabetics!*

Mrs. M.—who put on weight after giving birth, and found herself 32 lbs. too heavy. She had never tried to lose weight before, and felt tense and uneasy about having to do it. With the MIRACLE FAT-BURNING FOOD plan, however, these feelings were calmed immediately.

*The Result: all 32 lbs. vanished in 11 short weeks! "It was a breeze!"*

Mr. R.—who had to eat and drink heavily at business lunches because his job depended on it. At 190 lbs., he looked 15 years older than he was. Unquestionably, the MIRACLE FAT-BURNING FOODS was a godsend.

*The Result: 80 lbs. melted off his frame in just 4 months! And he was still able to go on hunching with clients!*

Mrs. M.—who entertained at home a lot, and ate so much of the sweets served to guests that she ended up 40 lbs. overweight. The idea of MIRACLE FAT-BURNING FOODS seemed incredible to her, but she gave it a try.

*The Result: 40 lbs. BURNED OFF In just 16 weeks! Her guests were so impressed, they started eating the same MIRACLE FOODS too!*

### Letters From Former Patients Keep Pouring In!

Day after day, letters come pouring into Petrie's office from former patients, expressing their joy and gratitude to him for his help. One writes:

"I've been on and off diets for 20 years...this is a miracle."

Another says:

"I find (eating these foods) one of the easiest ways to lose weight. There is no banting."

### Send for 30-Day No Risk Trial Right Away!

There's no better way to see how it works than this—use the amazing MIRACLE FAT-BURNING FOODS plan at our risk for 30 full days!

Here's all you have to do: Fill out and mail the coupon together with your remittance for \$5.98. and Sidney Petrie's "Miracle Diet for Fast Weight Loss" will be sent to you for 30 days' no-risk use. You either get the results you want in *available pounds and inches*—or simply return the book for a full refund.

It is never too late to become what you might have been. The opportunity is here on this page, in the coupon below. Why not send it in at our risk—today!

### ----- MAIL NO-RISK COUPON TODAY -----

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Gentlemen: Please rush me a copy of THE MIRACLE DIET FOR FAST WEIGHT LOSS, #R0003, by Sidney Petrie and Robert B. Stone. I enclose \$5.98 in full payment. In addition, I understand that if I am not satisfied with the results, I may return the book at my expense within 30 days and receive a full refund. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is check or M.O. for \$ \_\_\_\_\_

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Now—diet expert Sidney Petrie reports on an exciting way  
to banish excess poundage...look and feel better...  
and NEVER go hungry with...

# "FAT DESTROYER FOODS"!

Dear Friend:

A fascinating concept has now been presented by a well-known diet expert—in a new book—to enable dieters to continue eating as much or as frequently as they did before, while slimming down!

It's the exciting news that certain foods destroy fat! (See page 10 for this electrifying idea—then read the whole story!) FORGET ABOUT CALORIES, says Sidney Petrie. As long as you eat "Fat-Destroyer Foods," you may, depending on your own metabolism, eat as much as 3,000 calories a day! All kinds of delicious treats while excess weight simply melts off your body!

Yes, you must EAT the substance found in "Fat-Destroyer Foods," a substance that burns away fat! In the words of one medical doctor: "By scientifically adjusting the body's metabolic processes, 'Fat-Destroyer Foods' seem to melt away pound after pound..."

What this means to you is this: "Fat-Destroyer Foods" actually force excess fat—hundreds and hundreds of extra calories a day—OUT OF YOUR BODY, says Petrie. And because you must eat them on this weight-loss plan, unwanted pounds disappear fast—and you're never really hungry! Petrie says—

## EAT "FAT-DESTROYER FOODS" TILL YOU GROAN AND STILL LOSE WEIGHT!

Stick to "Fat-Destroyer Foods," and you'll lose weight—it's virtually automatic—says Petrie! And what foods!!!

EAT-ALL-YOU-WANT portions of . . . Cheeseburgers . . . Beef Parmigiana . . . Beef Stroganoff . . . Canadian Bacon . . . Eggs Benedict (fried or with mushrooms) . . . Cheese (the whole delicacies is yours) . . . Barbecued Spareribs . . . Link Sausages . . . Butter, Sauces, Gravies . . . Hungarian Goulash . . . and much more!

GENERAL MOUTH-WATERING HELPINGS of Ice Cream . . . Butterscotch Pudding . . . Caramel Custard . . . Fruit-Flavored Gelatin . . . Vanilla Pudding . . . Apple sauce Chocolate Blanc Mange . . . Cheese Cake . . . Whipped Cream Desserts . . . washed down with goblets of red wine . . . coffee breaks . . . frequent snacks . . . drinks . . . and much, much more! Chopped herring, Gefilte Fish . . . BLTs . . . blackberries . . . strawberries . . . blueberries . . . cherries . . . dates . . . figs . . . AND STILL THAT'S JUST THE BEGINNING!

But there are certain foods you must avoid, reports the author, at least until you're all slimmed down to your ideal weight (it need not be a permanent sacrifice)!

## A SCIENTIFIC DISCOVERY THAT CAN CHANGE YOUR LIFE!

We all know some lucky person who can "eat like a horse" and never gain a pound! What has this person got that you haven't? That's what Sidney Petrie, a diet specialist who has treated thousands of overweight people, wanted to know.

"Then I made a fortuitous discovery," says Petrie.

"Certain foods destroy fat," he says. Other foods, in excess, are stored as fat. But not "Fat-Destroyer Foods," says Petrie. Excess "Fat-Destroyer Foods" are thrown off as waste. More important—in the absence of those other foods—"Fat-Destroyers" seem to drag body fat away, he says! "You can actually see evidence of your own fat going down the drain."

This is the scientific fact that is now revolutionizing the eating habits of thousands! "Fat-Destroyer Foods" are EAT-ALL-YOU-WANT foods—Petrie adds. There are MORE of them to choose from! They encourage less hunger—less water retention! They are go-to-no-foods!

Other foods contain "fat hooks," says Petrie, that can literally hang excess fat on you. They contain "empty calories"—lacking vital nutrients the body needs. You could eat 5,000 calories a day of them and feel weak, says Petrie. And they PREVENT WEIGHT LOSS.

Stick to "Fat-Destroyer Foods," says Petrie. STUFF YOURSELF ON THEM, he says, without guilt. You will in all likelihood continue to lose weight. But let the other foods slip in—just one or two of them, and you are now geared to put the pounds on instead of take it off, he states. What are the "fat hooks"? You'll find complete details in Petrie's new book.

## SNACK ANYTIME—EAT AS FREQUENTLY AS YOU WISH!

"Fat-Destroyer Foods" contain the most important ingredient your body needs, says Petrie. The entire body—hair, skin, veins, flesh, bones—everything depends on it.

What happens on a starvation diet of less food—or "empty" foods—that lack this vital ingredient?

"Doctor," you say, "I just can't stay on my diet. I get so hungry and I feel so weak."

But with "FAT-DESTROYER FOODS" you eat well! You dine regularly on foods like Canadian bacon, Portuguese sausages, cheese souffle, whipped cream desserts, Vanilla pudding, wines, gravy, cream soups, and much, much more!

## WATCH YOUR WEIGHT PLUMMET!

Now, if you've ever tried conventional weight-loss diets, you

P.S.: Always check with a medical doctor before and during any diet, says Petrie.



know you just can't eat like this. But in scientific experiments, it was found many years ago, that the human body ACTUALLY BURNS UP MORE CALORIES OF "FAT-DESTROYER FOODS" THAN IT TAKES IN! You can eat lavishly of fat burning foods and still lose weight, says Petrie!

As a result, you see your weight drop—see pound after pound of it melt away! Even if you're 10, 20, 30 lbs. or more overweight! Some of Petrie's clients have dropped as much as 200 pounds, eating as much and as frequently as before of "FAT-DESTROYER FOODS"!

"It sounds too good to be true," says Petrie, "but IT IS TRUE, and it has lost tons for my clients!" (Naturally, a dieter should use common sense, and not overemphasize fat burning foods to the point of severe underweight!!!)

## HERE IS DRAMATIC PROOF THAT "FAT-DESTROYER FOODS" CAN HELP YOU SHED 20—40—80 POUNDS OR MORE!

"I have proved to thousands that they can eat all they want and still lose weight," says Petrie. People like . . .

Harriet, a telephone operator, 34 years old, came to Petrie as a "last resort." At 5 feet 10 inches, she weighed 400 pounds. With tears in her eyes, she told how her doctor had given her up in despair. She could not reduce and stay reduced, and she had a water weight problem. With "FAT-DESTROYER FOODS" she never felt hungry . . .

The Result: 120 lbs. lost in 6 months! Harriet is today slim, attractive, and statuesque—without hunger!

Molly's habit of "tasting" her family's meals ballooned her body to 200 lbs. despite numerous attempts at dieting. Instead of starving, she switched to "FAT-DESTROYER FOODS," eating freely!

The Result: She is now below 140 lbs. and still losing!

Ronald, a business man in his early 40's, tipped the scales at 305 lbs., same 130 lbs. overweight! With "FAT-DESTROYER FOODS" he lost 12 lbs. the first week alone! Week after week, he enjoyed a steady weight-loss until he reached his desired goal.

The Result: 130 lbs. lost, remaining happy, healthy, and well-fed along the way!

Henry, a high school principal, weighed 300 lbs. With conventional diets, he was never able to reduce and stay reduced. He loved his favorite foods, and found calorie-counting quite difficult. With "FAT-DESTROYER FOODS," he lost 30 lbs. the first month!

The Result: 110 lbs. lost without hunger. Even his back pains disappeared!

By using this fact in their daily lives, people are now able to eat more and weigh less. With "FAT-DESTROYER FOODS," says Petrie, you can eat more than you ever thought possible . . . and never gain an ounce!

## A DOCTOR OF MEDICINE APPRAISES "FAT-DESTROYER FOODS"!

Frank S. Caprio, M.D., in his Foreword to the book, says: "I am impressed by Petrie's remarkable discovery of "Fat-Destroyer Foods," which I believe to be an entirely new concept in dieting. It permits the dieter to enjoy what I, too, believe is one of the most permissive and pleasant diets ever devised . . . to

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lose weight and never gain it back."

"I am impressed," Dr. Caprio continues, "by the astonishing and dramatic weight loss results achieved by so many of Petrie's patients—even in seemingly hopeless cases referred to him by physicians and other medical specialists."

"I can honestly say that, in my medical opinion, this book . . . in its category (is) the best I have ever read, and I heartily recommend it to anyone who wants to lose weight quickly, easily, automatically and permanently."

## THE EASY WAY TO SHED POUNDS FAST . . . FASTER . . . FASTEST!

You'll never be hungry, or need "will power" with "Fat-Destroyer Foods," Petrie reminds us. Eat all you want of them, AS FREQUENTLY AS YOU WISH, he states. "And if you can't make up your mind between 2 or 3 possibilities—have them all," he says of his Free Diet, the first of several plans revealed.

You can even enjoy frequent snacks . . . at TV time, between meals, at a restaurant. Enjoy a night on the town . . . even "hoist the elbow" with drinks like rye, bourbon, scotch, whiskeys, rum, vodka, gin and brandy, martinis and wines . . . a whole world of food opens up in a dazzling cascade of delights!

AND YOU CAN SPEED UP YOUR PROGRESS by adding more "Fat-Destroyer Foods"! There are 3 rapid reducing plans in this book: FAST, FASTER, AND FASTEST! You'll lose weight easily on all 3 depending on how fast you wish to shed those pounds, says Petrie!

## SEND FOR 30-DAY NO RISK TRIAL RIGHT AWAY!

There's no better way to see how it works than this—use the amazing "FAT-DESTROYER FOODS" plan at our risk for 30 full days!

It is never too late to become what you might have been. The opportunity is here on this page, in the coupon. Why not send it in—at our risk—today! Fair enough?

## MAIL NO RISK COUPON TODAY!

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Gentlemen: Please rush me a copy of FAT-DESTROYER FOODS, #80158, by Sidney Petrie and Robert B. Stone. I enclose \$8.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

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AMAZING NEW MEDICAL RELEASE! (Available Now Without Doctor's Prescription)

# NO-DIET REDUCING

## with New Wonder Drug for Fat People CAUSES YOUR BODY TO LOSE WEIGHT THE FASTEST ACTING WAY!

No diet, no special eating, no giving up the kinds of food you like to eat—yet new wonder drug acts directly on the cause of your overweight—It's safe . . . automatic

**YOU MUST REDUCE UP TO 6 POUNDS IN 3 DAYS... UP TO 10 POUNDS THE FIRST WEEK... OR YOU PAY NOTHING!**



Amazing New Wonder Drug Tablet For Fat People acts through the blood stream directly on the cause of your overweight. Yes, this amazing NO-DIET miracle reducing drug for fat people MUST work for you—OR YOU PAY NOTHING!

### WHY IT MUST WORK FOR YOU— NO MATTER WHAT YOU HAVE TRIED

Here are reasons, unquestionable facts straight from the shoulder. Unless you have a Super Will Power . . . love to torture yourself . . . hate the sight of food . . . have a nurse or dietician available to you at all times . . . **YOU CAN NEVER REDUCE TO YOUR SATISFACTION** with the ordinary reducing methods you are familiar with. If you have used them yourself, you know from personal experience that this is a sad but bitter fact. You know how difficult, even impossible it is to reduce with just fat diets, hunger strikes, laxatives, exercise, steam baths, massage . . . so-called reducing candies, cookies, chewing gum, powders and bulk-producing pills. They did nothing but try to give you some moral support while you tortured yourself, exerted all your will power or starved until you could no longer stand it. You used these methods because that's all there was available to you unless you went to see your doctor.

On the other hand, doctors avoid most of these difficult or ineffective reducing plans. They prescribed drugs for reducing . . . such as amphetamines or thyroid which could be used only under close medical supervision. They worked where everything else failed . . . ugly fat just melted away! But unfortunately because of the harmful side effects they were only available with a doctor's prescription. Doctors felt they were on the right track with these drugs because of the fantastic results. Now they had to develop or discover a drug that had a similar action but without the harmful side effects. A drug that was safe enough for all normally healthy fat people to take without constant supervision . . . without the need of a doctor's prescription. Research specialists, medical technicians worked for years to discover such a drug. And they finally were successful . . . but to be absolutely sure it would work safely, they had leading hospitals, clinics and individual doctors test it and prove it for years. When the final results came in, they knew they had truly a WONDER DRUG FOR FAT PEOPLE.

### 3-WAY ACTION MAKES IT EASIER AND FASTER THAN EVER BEFORE TO LOSE UP TO 40, 50, EVEN 70 POUNDS

Doctors' know what's good for you. They know all the different methods to reduce—the scientific way to attack excessive weight. They normally prescribe—not one—but a careful combination of drugs, which is the basis of REGIMENT TABLETS. These are not a food or candy—they contain no bulk-producing ingredients—they do not irritate your stomach.

REGIMENT TABLETS are the size of an aspirin tablet and just as easy to take. They work on an amazingly new principle guaranteed to act in these 3 most important ways necessary to obtain fast, easy, effective weight loss:

1. They suppress your appetite by acting directly on the salivary glands. You continue to eat what you like, but even the most mouth-watering delicacies won't tempt you to overstuff yourself; nibble between meals or raid the tea-box.
2. They force your body to lose weight automatically by removing "Fluid Weight", the excess blood-like fluid that accounts for up to 70% of your fatty tissue. You'll benefit the very first day, and start to lose weight so fast that by the third day you will have lost pound after pound!
3. They work fast . . . in less than a minute they start to act on your body, traveling through the bloodstream . . . and automatically you lose the TREMENDOUS URGE TO EAT! It feels

so natural. No more need for Super Will Power . . . no suffering pangs of self-denial . . . no struggle with self-control! You continue to eat the same delicious foods you always enjoyed but with this amazing difference . . . BEFORE YOU'RE HALF THROUGH you can eat no more. You feel full and completely satisfied. You feel well and cheerful, with pep and vitality. You'll find the REGIMENT TABLET plan makes it easy to do without fat-tapping foods, practically no effort at all to cut down on fat-producing calories. You'll hardly realize that you are actually reducing, but your scale, your mirror and the astonishment of your friends will prove it. Yes, you will lose pound after pound in days—faster and easier than you ever thought possible.

### WHAT NEW SAFE REGIMENT TABLETS MEAN TO YOU

Here is new hope at last—new hope for you if you are one of the thousands who tried everything to reduce and gave up in despair . . . if you are among the many who suffered disappointment with old fashioned pills and capsules, fat diets, powders, massage and exercise, cookies, chewing gum and candies, flush-out pills—all the "promises" that failed and did nothing for you!

Now, with complete confidence in their safety and effectiveness you can take REGIMENT TABLETS—a combination of wonder drugs never before available except perhaps in a doctor's prescription. But now this formula has been made so safe, so sure that no prescription is needed. In doctors' tests it has been proved effective and harmless to lungs, kidneys, liver and other vital organs. Any normally healthy person may take REGIMENT TABLETS with complete assurance of their purity and safety.

You owe it to yourself to start the REGIMENT TABLETS way today. Rid yourself of dangerous excess weight if you want to live longer with less chance of heart disease, diabetes, high blood pressure, arthritis, rheumatism, even cancer. See, you owe it to your health, to your appearance, to your job, to your loved ones, to your future—to start reducing this sure, safe way, today!

### PROVE IT TO YOURSELF WITH A FULL MONEY BACK GUARANTEE!



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OWL DRUG STORES

Full 10-day supply only \$3.00

Large 20-day supply only \$5.00  
(You save \$1.00)

Use either size package of REGIMENT TABLETS entirely at our risk! This completely different, brand new combination of ingredients MUST work better than anything you have ever used, with the following guarantee: If at any time while using REGIMENT TABLETS you are ever hungry . . . if the REGIMENT TABLET plan doesn't help you lose up to 6 pounds in three days . . . if you don't reduce up to 10 pounds the first seven days . . . if you don't feel and look better . . . if you don't agree with us that REGIMENT TABLETS low-calorie way is the easiest, fastest, best way to reduce you have ever tried, don't keep it, RETURN IT. Return the package and receive your money back immediately. No questions asked. The REGIMENT TABLET plan must work or you pay nothing.



YOU EAT WHAT THE FAMILY  
EATS . . . WHEN THEY EAT!

No dieting. No starving. No unappetizing foods. No food restrictions. You can sit down to breakfast, lunch or dinner and eat normally with the rest of the family, enjoy every mouthful of delicious food . . . but with this amazing exception. Before you're half way through you can eat no more. You feel full, completely satisfied, never hungry. REGIMENT TABLETS Take The Place Of Super Will Power. Sacrifice And Strain. Because you eat less, your weight comes down from the very first day. Pounds and inches disappear day after day.

## MEDICAL PROOF

### THE NEW WONDER DRUGS ARE BEST

REGIMENT TABLETS contain 3 active drugs necessary to perform the 3 most important functions of reducing. Each drug was tested by doctors in leading hospitals and clinics for safety and effectiveness. THE RESULTS WERE SO AMAZINGLY SUCCESSFUL THAT THEY WERE PUBLISHED IN LEADING MEDICAL JOURNALS so that other doctors could become acquainted with these astounding discoveries. This is proof you can rely upon.

### ATTENTION ALL DOCTORS:

The action of the drugs contained in REGIMENT TABLETS is referred to in this partial bibliography of published clinical reports:

1. The Treatment of Obesity—W. C. Cutting, Journal Clinical Endocrinology 3:85—1940.

2. Obesity—M. A. Lesser, Drug & Cosmetic Industry 57:780—1945.

3. New & Non-Official Remedies—Published under direction and supervision of the Council on Pharmacy & Chemistry of the A.M.A. 237—1955.

4. Obesity and Hypertension—Wm. L. Gould, North Carolina Medical Journal 32:7—July 1950.

5. Pharmacological Basis of Therapeutics—Goodman & Gilman, 846—2nd Ed. 1955.

REGIMENT TABLETS, another fine product of the Drug Research Corporation, sole distributors of Sustamin 2-12 for the relief of Arthritis-Rheumatism pains.

**OWL Rexall DRUGS**

# I found a crazy, lazy way to reduce!

I call it the world's largest clothes pin. The doctor who invented it calls it the Effortless Exerciser. Either way it does wonders to beautify your figure—*has already produced waist loss of up to 3 inches...hip loss of up to 5 inches, in just two effortless minutes a day, and without a diet!*

Here's how:

## A Doctor Shows You How To Squeeze Yourself Slim!

You see, a prominent New York physician not only *listened* to women complain about their figure problems—but he actually *did* something about it.

He perfected an ingeniously simple method to develop a beautiful figure at any age—and then *keep* it that way permanently. He named it the Effortless Exerciser: firms and tightens hips, thighs, waist and arms...keeps you slim and youthful...and then builds, builds, and builds your own natural vitality and strength to *keep* you that way for years to come.

*And all this in just two minutes a day! All this with a marvelous little clothespin that's easy to handle, inexpensive, and completely safe to use that a child can open and close it without effort!*

How does it work? By condensing half an hour's exercise into one thrilling minute for the top of your figure—and then condensing an hour's exercise into one thrilling minute for the bottom of your figure.

Like this:

## The One Minute Exercise For Your Body From The Waist Up:

To use this marvelous, body-slimming Clothes Pin, all you do is unsnap the handles. Automatically, by itself, the Effortless Exerciser

starts to spread apart. Now hold it straight out from your shoulders (at arms length). Then simply bring the handles together until your palms touch and let it open again. And repeat. Your shoulders automatically straighten back. How they automatically raise up your bust...automatically pull in your midriff and tummy—tightening and strengthening them.

*Notice especially how this marvelous oversized clothes pin automatically straightens your spine, and tucks in your derriere.*

Yes, in just 30 effortless strokes—60 effortless seconds—your entire figure is put back into the proper body alignment, just as nature intended it to be. You are standing closer to an inch taller. The original intent of nature is automatically restored—by being stimulated by new natural strength and vitality—so that you'll be standing, sitting, and relaxing correctly, twenty-four hours a day, without your even realizing it.

## Now For The Second Minute Of Exercise, For The Waist Down.

Now simply slip your feet through the Effortless Exerciser's straps. Repeat the same easy half-circle—but this time with your feet. Notice how your tummy is once again automatically flattened to a pancake—how your waist is automatically strengthened, firmed with natural control. Notice how your calves, thighs, and derriere tighten up automatically, at exactly that same instant.

Now stand up once again, and look at yourself in a full-length mirror. *The improvement may be so dramatic that you'll actually take your breath away!* Once you've used it on yourself and you will realize why doctors have received startling changes in figure proportions like these—using nothing more than this amazing device.

## Read These Medical Test Results For Yourself.

Yes, in a six weeks' documented test, fifteen people using this Effortless Exerciser for only two minutes a day, attained waist and hip loss of average:

Average loss of waist size (no diet): 1½ inches.

Maximum loss of waist size (no diet): 3 inches.

Average loss in hip size (no diet): 1½ inches.

Maximum loss in hip size (no diet): 5 inches.

Take out your measuring tape right now, and picture how you could look with that kind of weight loss—and without a diet! This is impressive! A thrill! But there is still more.

## Now One Wonderful Improvement Automatically Leads To Another.

Let's discuss the most important benefit first:

Much of the fat and flab on your body is caused by the loss of nature's natural, hidden muscle control. (Don't confuse this hidden control with a man's athletic muscles; a woman's hidden muscles are better than a man's because they are built naturally and automatically keep your body in beautiful shape.)

What the Effortless Exerciser really does—and why its figure-molding results are so incredibly dramatic—is strengthen these hidden figure-control muscles. So that pushed-out flab disappears, and vulnerability fades away—without ever having to sweat though you haven't burned off a single ounce of them with a diet!

Other advantages: The Effortless Exerciser helps your blood flow strong and hard again...cleanses your circulation...tones vital heart muscle...pours new oxygen into your blood stream. Thus, overnight, your complexion becomes clearer. You have more energy—just like a healthy, active teenager.

And, best of all—every second with it is FUN! It's fun to be young with the Effortless Exerciser! To feel young again! To look young again!

## Try It At Our Risk.

But don't take my word for it. The only way to prove the value of this Effortless Exerciser is to try it yourself, at our risk, for a full month.

If you aren't thrilled with the results at the end of that time...with the incredible improvement in your figure that you see in the mirror, and that your friends compliment you upon, then just return it. Your full purchase price will be refunded immediately.

## SAVES YOU HOURS OF TORTURE EVERY WEEK!

What the Effortless Exerciser eliminates is just as important as what it does. For example:

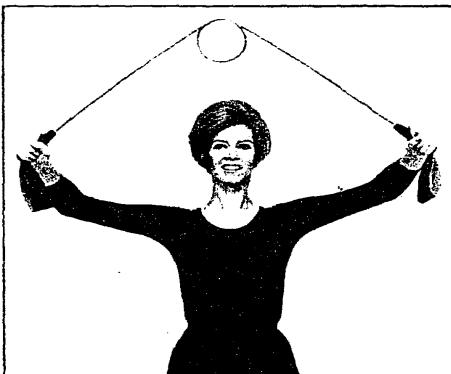
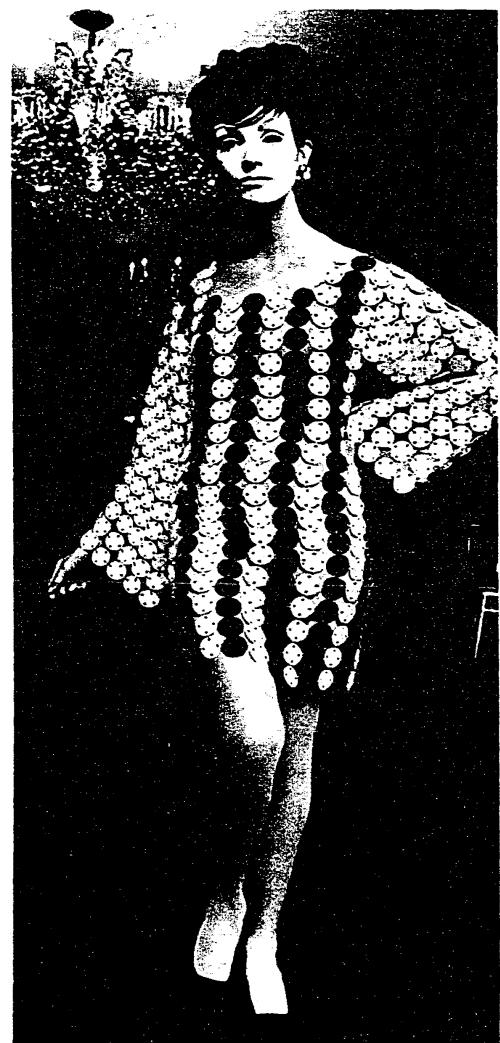
It eliminates isometric exercises. They are marvelous; but correct technique is absolutely essential or you get unwanted athletic muscles.

It eliminates torture diets. Your weight shoots right back up when you start them, anyway.

It eliminates special apparatus. Most people find them highly unpleasant!

It eliminates gymsnasiums and other bulky equipment. Who's got the time and room?

The Effortless Exerciser replaces all these horrors with an effortless, daily two-minute routine that is as second nature as putting on your lipstick—and that gives you the firm, slim, young body and posture you've always wanted! Try it today, entirely at our risk!



**INFORMATION, INCORPORATED**  
119 Fifth Avenue, New York, N.Y. 10003

MAIL NO-RISK COUPON TODAY—

### INFORMATION, INCORPORATED

Dept. NY-3

119 Fifth Avenue, New York, N.Y. 10003

Yes, I want to try your EFFORTLESS EXERCISER entirely at your risk. Please enclose on the coupon the information below. I understand that I may use the Exerciser for thirty days. If not ABSOLUTELY DELIGHTED, I may return it for full refund of list purchase price.

- Check here for WOMAN'S Effortless Exerciser, only \$9.98
- Check here for MAN'S Effortless Exerciser, only \$11.98
- CHECK HERE AND SAVE TWO DOLLARS! Get both Effortless Exercisers—woman's model and woman's model—a \$21.96 value for only \$19.96!
- Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. postage and handling charges. Same money-back guarantee.

Name  
(Please print)  
Address

City

State

Zip

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# IS THIS THE WORLD'S FIRST SPOT-REDUCING DIET?

Designed by America's best-known diet doctor—to smooth out ugly bulges that have never given way to any diet you have ever tried before!

Based on an entirely new medical principle, it works two ways to give you a better figure than you may even have had as a teenager! Like this . . .

1) First, it can carve anywhere from 5 to 10 to 15 pounds off your body in the very first week! And up to 10 pounds a week from then on, as in only the first step of this wonder-working new medical diet!

2) And then—after you have lost as much as 20 or 30 or even 40 pounds in the first 6 weeks alone—you then concentrate on those ugly bulges no other diet has ever been able to touch before! Still through nothing but diet alone, you then see up to . . .

6 inches MORE gone from your waist . . .

6 inches MORE gone from your hips . . .

6 inches MORE gone from your buttocks . . .

4 inches MORE gone from your thighs . . .

2 inches MORE gone from your calves . . .

Until you can hardly believe that the figure you are looking at in the mirror is your own! And all through the application of a new medical principle by America's most famous diet doctor!

Like this . . .

**Most Diets Remove Skin-Fat Only! But  
This Diet Pulls Deep Fat And Excess  
Protein Right Out From The Muscle Areas  
Themselves! THAT'S WHY IT SMOOTHES OUT  
UGLY MUSCLE BULGES THAT YOU  
CAN'T EVEN EXERCISE AWAY!**

Now you are beginning to understand the powerful logic of this new reducing plan! It is so important to your future health and appearance, however, that we must go into a few more details about it with you right now:

Fat stores itself in several places in your body. Much of it, of course, is deposited right underneath your skin. You can feel it if you squeeze the skin. This is skin-fat, and it is the fat you usually get rid of in ordinary diets.

Any good diet will burn this skin-fat away. This diet does too—but far more quickly than you have ever dreamed before! As much as 5 to 15 pounds in the very first week, as starters! (That's why the doctor says that this diet has its own "Built-In Will Power"—because you can lose weight so incredibly fast, this way, that you wouldn't break this diet for the world!) But then, after this massive quick-weight loss—after this skin-fat has been burned right out of your body—this new medical diet goes one step further that opens up a whole new world of beauty to you!

Now it goes after the DEEP-FAT in your body—the fat, and excess protein, that is inter-laced with the muscles of your waist, your hips, your buttocks, your thighs, and all the other ugly "problem-bulges of your body"!

These are the areas ordinary diets really can't touch—because their food-mixtures reinforce these muscle-fat bulges rather than carve them down! These are the areas that laugh at even back-breaking exercises—



because they only make the muscles there GROW, and don't have the slightest effect on the fat!

**But This New Diet Causes These  
Muscle-Fat Bulges TO FEED ON THEMSELVES!  
To Gently, But Rapidly, Pull Out  
Excess Fat And Protein Right Out  
Of Those Bulges! So Those Bulges  
Look Almost As Though You Had SMOOTHED  
THEM AWAY WITH AN ERASER!**

Now for the final point—and perhaps the most convincing fact of all:

This new QUICK INCHES-OFF DIET is given to you by perhaps the most successful reducing specialist in the world! It is backed and proven by over forty-five years of medical experience of Dr. Irwin Maxwell Stillman, who gave you last year the revolutionary Doctor's Quick Weight-Loss Diet.

But now Dr. Stillman has gone far beyond mere quick-weight loss alone! He has taken his previous Quick Weight Loss principles, and literally MULTIPLIED their power to give you a more beautiful new figure! Where you not only skyrocket down to your ideal weight—even easier than before—but also where you can carve away up to 6 to 10 inches from the very problem spots that have always resisted trimming before!

Thus, Dr. Stillman has done what might have previously been considered impossible. He has actually improved his previous techniques! He has combined what is probably the world's fastest and healthiest system of losing POUNDS, with a brand-new system of carving off PROBLEM-INCHES—to help you get the slimmest, healthiest, youngest-looking figure you have ever known in your life!

**Prove Every Ounce Of It—  
Entirely At Our Risk!**

The rest is up to you, of course. Right now, look bluntly at your figure in the mirror. Ask yourself these questions—all of which are now within your reach:

How would you look one week from today about 10 pounds lighter?  
How would you look two weeks from today about 20 pounds lighter?  
How would you look three weeks from today about 30 or more pounds

lighter? And with your face as radiant, and livelier and younger-looking than your figure!

And then, go on even further—

After you've lost that weight, how would you look with another 6 inches CARVED OFF YOUR WAIST? Another 6 inches CARVED OFF YOUR HIPS? Another 6 inches CARVED OFF YOUR BUTTOCKS? Another 4 inches CARVED RIGHT OFF YOUR THIGHS?

No one has ever told you this kind of weight loss, and inch loss was ever possible before. IT IS NOW! Its source is the Coupon below. All you risk to try it is a 6-cent stamp. It works for YOU, or you don't lose a penny!

Why not send in the Coupon—today?

----- MAIL NO-RISK COUPON TODAY -----

## INFORMATION, INCORPORATED

Dept. NY-4

200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me a copy of THE DOCTOR'S QUICK INCHES-OFF DIET by Dr. Irvin Maxwell Stillman. I understand the book is mine for only \$6.98 complete. In addition, I understand that I may examine this book for a full 30 days, entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is my payment.  
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# Doctors in Sweden say there IS a Cure for Arthritis

**There IS a cure for arthritis...according to a number of Swedish physicians who have developed for this dread disease an unorthodox treatment which they have found to be notably successful.**

This welcome news comes to the ever-growing number of sufferers from several health clinics in the mountains of Sweden, where a group of doctors are achieving impressive results with a method of treatment based on biological medicine. It is a method almost unknown in the United States.

Among these medical pioneers are men like Dr. Jern Hamberg, Dr. Lars-Erik Essén, and Dr. Karl-Otto Aly, physicians of high repute in Swedish medical circles. Their method of therapy requires none of the usual drugs and injections; instead, their experience indicates that it enables the body actually to cure itself of arthritis.

Now comes the book which, for the first time, reports to the American public on the cures of arthritis being achieved in Sweden. We would like to send it to you at our risk.

Paavo Airola is a Canadian naturopathic doctor educated in Europe. Although not himself an authority on arthritis, he has long taken an interest in this disease which afflicts some 17 million Americans. Airola recently spent several months in Sweden, visiting the health clinics where biological medicine is practiced. He conferred with their staff physicians, studied patient records, and interviewed former patients themselves. His book is a journalist's report on what he saw and heard.

Here are just two of the clinical cases which Airola investigated while in Sweden:

...Aloin Visstrand, a Swedish farmer so crippled by arthritis he could hardly move his arms and legs. Twelve years of treatment with prosthetic devices, drugs, and X-Rays had availed nothing. Yet, after only one month at the Brandals Clinic, his pain vanished, his limbs regained mobility and he went home to work his farm—completely cured.

...Mrs. Kajsa Andersson, mother of five, who came to a clinic after five years of futile treatment by her own doctor. She arrived in frightful pain, so helpless she had to be carried to her room. Less than one month later she was discharged, showing no trace of the disease! Five years later, she still enjoyed the best of health.

Airola's book describes many such cases. "Our general experience," says Dr. Karl-Otto Aly, one of the physicians, "is that bio-

**"I have seen with my own eyes how patients with arthritis, crippled for years, have left their crutches and beds...and walked."**

—says Paavo O. Airola, reporting on his visits to Swedish health clinics where biological medicine is making new advances in the treatment of arthritis. "Many patients with tears in their eyes told me of their wonderful experiences at the clinics. After a few weeks of simple and harmless treatments, the pain—from which they had suffered for years—disappeared, and their joints became mobile and flexible again."

In a book that holds a message of encouraging new hope, Airola describes the cures for arthritis effected by Swedish physicians who abhor the use of drugs in treating this disease. Instead of taking drugs, patients at the clinics in Sweden follow a prescribed regimen of light fasting, a purifying diet, and mild exercise, and in some cases, therapeutic baths and massage—all of which are described in this book.

logical methods of treatment do affect the disease in a favorable direction and in many cases accomplish a complete cure."

## How The Swedish Program Of Natural Biological Therapy Works

As Airola reports on it, the biological therapy used in Sweden is surprisingly simple and natural. No drugs are permitted. The idea is to encourage the body to purge itself of the biochemical disturbances which seem to cause arthritis, thereby normalizing the metabolism, and restoring the proper function of organs and glands.

As Dr. Jern Hamberg of the Alfta Clinic told the author, "We don't cure patients—they cure themselves with our help."

The book describes the three basic steps in this program of treatment: controlled fasting, a special diet, and mild exercise. Quoting extensively from the doctors he interviewed, Airola explains:

- the decisive role of proper nutrition in effecting the cure; and the six rules of eating the arthritic must observe
- daily menus for breakfast, lunch, and dinner served in the Swedish clinics; with recipes for preparing these tasty dishes
- the simple forms of exercise prescribed for patients in Sweden
- why the arthritic must throw away his bottles of aspirin, and stop taking drugs like cortisone and ACTH
- what the doctors say about the effects of climate on arthritis; the high-protein diet fad; the role of constipation; and the value of food supplements in the diet.

Airola frankly admits that this method of biological therapy runs counter to the accepted wisdom in most American medical circles, where arthritis is still treated with drugs. But he feels the results achieved in Sweden speak for themselves.

"Arthritis sufferers," says Airola, "are brainwashed with propaganda that there is no cure for arthritis. But my book shows there is indeed a cure." If you would like to investigate the facts supporting that statement, we urge you to send for the book now.

## from the Foreword by

### A SWEDISH MEDICAL DOCTOR:

"Many patients have been restored to health through the practiced application of biological medicine after all the conventional treatments have failed. Biological medicine and naturopathic methods of treatment will come to the fore more and more as the successful alternative to conventional therapy; and for the afflicted who tried in vain conventional therapy, they present the only choice."

—Lars-Erik Essén, M.D.

## These True Cases Prove That Arthritis CAN Be Cured

NOTE: In preparing this book, the author personally interviewed many former arthritis victims who had been treated at several biological clinics and institutes in Sweden. Here are some of the authenticated cures reported in his book:

**She came to the clinic in a wheelchair...and left it dancing a polka!**

Mrs. F. G., 72, was totally invalidated by arthritis, and diagnosed as an incurable case. Brought to one of the Swedish clinics, she had to be carried inside by attendants. Six weeks later she was released, in good health...dancing a polka on her way out the door!

**He couldn't move his arms or legs—now he goes skiing**

Karl Engberg, 46, was a lifelong sportsman who was struck down by rheumatoid arthritis. His joints were inflamed and swollen, his arms and legs almost immobile. After eight months of treatment, he was back on the ski slopes, completely cured!

**Suffered for six years—cured in three weeks**

Guldi Deiber, a young housewife, took drugs for six years to no avail. Her arthritis became steadily worse, and one drug impaired her eyesight. Yet treatment at the Bjorkagarden Clinic got rid of the disease in three weeks...one of the fastest cures on record.

**Cured of arthritis in two months—no relapse ten years later**

Martin Lindgren, 45, was bedridden with agonizing pain and badly swollen joints. After a series of futile drug treatments, he turned in desperation to the biological therapy given at Bjorkagarden. After two months there he went home cured...and ten years later still enjoyed wonderful health.

## Here Are Chapter-by-Chapter Highlights

- An Appeal to Members of the Medical Profession
- He Left His Crutches and Walked
- Kajsa Andersson's Lasting Cure
- "There Is No Cure"
- What Is Arthritis?
- Why Conventional Remedies Fail
- The Program of Biological Treatment
- The Vital Role of Nutrition
- Health Paradise in Sweden
- How the Battle is Won: Greta Friberg's Story
- How the Battle is Won: Guldi Deiber's Story
- Alfta Clinic in Northern Sweden
- Dr. Karl-Otto Aly: Exponent of Biological Medicine
- Eight More Actual Cases
- Can Fasting be Undertaken at Home?
- What Exercises are Best for Arthritis?
- Are Citrus Fruits Harmful?
- Cider Vinegar and Honey
- The Factor of Climate
- The High Protein Diet Myth
- Vitamin and Mineral Supplements
- Which Supplements Should You Take?
- The Role of Constipation in Arthritis
- Can Injuries and Physical Stress Cause Arthritis?
- Biological Clinics in Europe: Names and Addresses
- Recipes and Directions



## ABOUT THE AUTHOR

Paavo Airola is a naturopathic doctor, educated in England, and a member of the British Guild of Drugless Practitioners. A personal friend and student of Arie Waerland, the famous Swedish pioneer of natural living, Airola has spent much time in Sweden studying the effects of environment on health. Of late, he has directed his attention to arthritis and the biological, drugless methods of treatment used in Swedish clinics to control this crippling disease.

## A Public Statement by Paavo Airola:

"I claim no specific accomplishments in the medical field, nor do I profess to be an authority on arthritis. In this book I do not advance a new cure for arthritis...I merely present, as an informed, objective reporter, biological medicine's breakthrough in the treatment of arthritis. The real authorities behind the biological medical ideas presented in my book are Dr. Jern Hamberg, M.D., Dr. Lars-Erik Essén, M.D. (who wrote the Introduction), Dr. Karl-Otto Aly, M.D., and Dr. R. Waterson, M.D. These respected medical doctors and dozens of other biologically oriented doctors in Europe unanimously agree that the biological medical treatments for arthritis do affect the disease in a favorable direction, and, in many cases, accomplish a complete cure. They stand solidly behind the assertion that there IS a cure for arthritis."

## MAIL NO-RISK COUPON TODAY

**GREENLAND BOOKS, Dept. 8541  
4500 N.W. 135th St., Miami, Fla. 33054**

Gentlemen: Please rush me a copy of **THERE IS A CURE FOR ARTHRITIS**, #80022, by Paavo O. Airola! I enclose \$5.95 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is check or M.O. for \$\_\_\_\_\_

YOU MAY CHARGE MY:  MASTER CHARGE

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Inter Bank #\_\_\_\_\_ (Find above your name)

Expiration date of my card\_\_\_\_\_

OR YOU MAY CHARGE MY:  BANKAMERICARD

Acc't #\_\_\_\_\_

Expiration date of my card\_\_\_\_\_

Name\_\_\_\_\_

Please print

Address\_\_\_\_\_

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

*"Doing this simple exercise, I have no more problems with my sacroiliac."*

# How To Correct Your Own Back Troubles!

Yet this ingenious new medical exercise is so simple,  
*it can actually be taught over the phone!*

And once it drains back pain out of your body for good, then it may be combined with these simple "Preventative Exercises" to slow up all those agonizing, back-related aging processes—

**INCLUDING:** Chronic fatigue . . . headaches . . . colds . . . hardening of the arteries . . . stomach upset . . . stroke . . . sinus trouble . . . chronic gas . . . shortness of breath . . . migraines . . . loss of hearing . . . thinning hair . . . insomnia . . . stomach bulge troubles with elimination . . . even sexual inadequacy!

**All From A Simple, Gentle Series Of Back Exercises? ABSOLUTELY YES! Because The Health Of Your Spine And Back Determines The Health Of Your Entire Body, Like This . . .**

This advertisement is addressed to every man and woman who now suffers from the agonizing—and now completely unnecessary—torture of back pain, however caused!

It makes no difference what you call this pain—"sciatica" . . . "sacroiliac" . . . "curvature" . . . "low back pain" . . . "calcium deposits" . . . even slipped discs" or "whiplash"! No matter what its cause, *this agony can be treated by you yourself! Can be drained out of your body by you yourself! And can be replaced by glowing, pain-free good health—all by yourself, following the simple new revolutionary home treatment given you by one of the West Coast's foremost specialists in the almost-instant alleviation of back troubles, by the informed patient himself!*

**But Let Us Have This Noted Physician Speak For Himself! Hear What He Says, In His Own Words, About The Startling Results This Simple Adjustment Has Given Back Sufferers—In Thousands Of Cases!**

For example—

"The corrective exercise is so simple that one woman patient gave instructions over the telephone to a daughter who was not a patient—and it worked."

"The exercise is always safe. No matter how often you do it, you cannot overcorrect."

"Sometimes the results from correcting the sacroiliac are so instantaneous and sweeping that even I am surprised."

"It can be done sitting, standing, lying down, and it can be done by anybody. It is so wonderfully simple that few, until they try it, believe it can almost surely relieve their aching back and their sciatica."

"There is no strain or pressure, and there is little to remember in performing the exercise properly."

"I have never had a failure. Anyone can do it, and it always works."

"Just move about normally, with confidence—for now you have the faculty to slip your joint back whenever it goes out."

"I don't see any benefit in fusion or disk removal at any time. The corrective exercise, simple as it is, helps almost any functional back problem."

"As for his remaining drugs, I tapered these off, and at the end

## WHAT OTHERS SAY

"Dr. Thompson's special corrective exercise to rebalance the sacroiliac joints is simpler and more effective than the older elaborate techniques. I want to thank Dr. Thompson for making this new volume available."

—Lester S. Blumenthal, M.D., F.A.C.P.

"On a recent business trip I threw my back out when leaning over to open a suitcase. Using Dr. Thompson's corrective exercise numerous times each day, I was back to normal within three days."

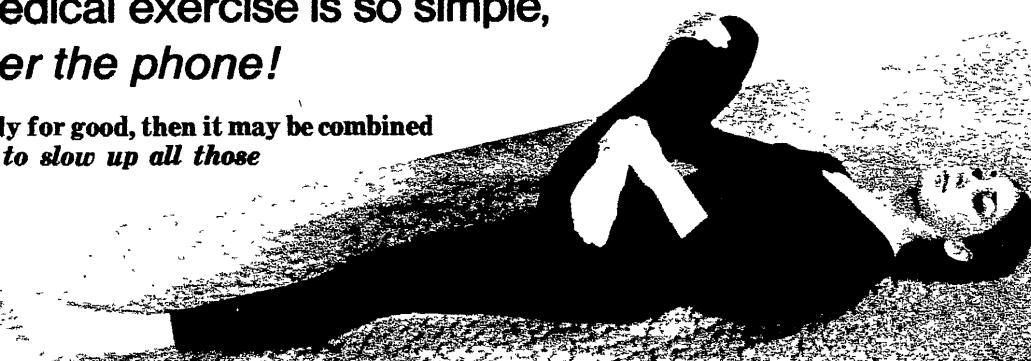
—Anne Francis, Motion Picture Actress

"I appreciate what Dr. Thompson did for my back. It is in good shape now and I have demonstrated the exercise to three members of our staff who have back problems. We will have everybody in that position around here very soon now."

—Hugh Lynn Cayce

"Dr. Thompson describes a simple but remarkably effective self back adjustment that he discovered. To me it is worth the price of the book alone many times over. Do I recommend it? You bet!"

—Clint Walker, Motion Picture Actor



Once again, this ingenious new medical exercise is so simple, it may actually be taught over the phone. Yet, patient after patient has said that, "repeating this sample exercise, I have no more problems with my sacroiliac". And it is merely the first step towards not only correcting back pain, wherever it occurs, but also slowing

up the back-related aging processes listed on this page. Why not read the full details right now. And send for the book which gives all these self-corrections to you...to read from cover to cover...without your risking a penny.

of two weeks he was off them completely, for the first time in years." "She wanted to come in and see me again, but I told her I could do nothing more for her than she could do for herself with the exercise I had shown her."

## So The Choice Is Up To You! You Can Let Back Trouble Grow Worse And Worse, Till It Destroys Your Entire Health! Or You Can Free Yourself From It With This One Simple Exercise, And Then Go On To Watch That New Back Health Produce Renewed Vigor Over Your Entire Body!

But this doctor goes on to warn you that if you allow this back pain to persist...if you allow this weakness to grow and grow till it *chronically inflames* the fibrous tissues surrounding your spine, and *chronically curves* that spine itself...or if you try to treat that back trouble with *inappropriate measures* (such as heat, prolonged rest, or especially unnecessary surgery)—then you may be literally *weakening and incapacitating* that body...adding years to the way you look and feel...and condemning yourself to an unnecessary "prison of pain" for as long as you live!

But...if you decide right now to take the care and rejuvenation of your spine *into your own hands*—and follow these simple, gentle, wonder-working exercises—then the growing health and vitality of that spine will radiate irresistibly outward...strengthening and rejuvenating, in turn, each of your vital organs from your hair to the soles of your feet!

## So Much So, In Fact, That This Doctor Has Recorded, With Astonishment, Such Amazing "Secondary Health Benefits" As These . . .

Again, to use his own words: "We don't have to get old at a certain age. Starting at age 45 or 50, I have seen men pitch into these exercises and in two or three years...exceed the activity of a young man of 25 or 30 years."

"I have seen severe bursitis cases completely cured after several months of gradually increasing exercises, the calcium disappearing through absorption."

"Many patients, after exercising, have a definite resurgence in

## ABOUT THE AUTHORS

**DR. ALEC THOMPSON** is the noted Los Angeles physician and surgeon whose imaginative and highly successful techniques have attracted a thriving Hollywood practice and an excellent professional reputation. Dr. Thompson is a member of the American Medical Association, the California Medical Association, and the International College of Applied Nutrition.

**JESS STEARN**, the doctor's grateful patient, is a well-known author whose most famous book is *Edgar Cayce—The Sleeping Prophet*.

hair growth, with a sharp rise in color."

"We improve resistance to exhaustion, displace a tendency in older people to get dizzy, and step up sexual activity. Our walk is springier, we require less sleep, memory improves."

"Patients, once subject to colds, will go for years, or forever, without suffering from this nuisance."

"In three weeks, he noted a hearing improvement. In three months he could hear the tick of his watch on the night table, a sound he hadn't heard for almost a year."

"Some patients with insomnia problems have reported that after a few weeks of exercises, they are able to drop off to sleep in the daytime, in resuscitating naps, for the first time in their lives."

"Some have lost as much as two inches around the waist..."

"Sometimes, the corrected patient gets an unlooked-for bonus—an increase in height of an inch or more."

"Within even minutes, some patients have reported relief from chronic gas spasms."

"After the sacroiliac joint is stabilized, they happily report they have all the energy in the world because they are breathing freely again."

"Our most dramatic success has come from migraine headaches."

"Even when I'm treating a person who has had a whiplash problem for two or three years, I can quickly see the patient get up and walk freely around my office."

## But Why Let Others Gain Such Wondrous Relief When You Suffer Such Agony? This Is Your Chance To Turn A Great Problem Into A Great Good—All In Your Own Home, Without Risking A Penny!

You owe it to yourself to try it at our risk and FEEL the results! And I invite you to do just that! It costs you nothing! We take all the risk! Fair enough? Why not send in the coupon—TODAY!

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**Now—Developed by Over 1000 Arthritis Specialists  
and Doctors Working Together—a Needed and  
Medically-Approved Program to**

# Overcome Arthritis!



**Arthritis can be successfully treated. You can recover. Buoyant, pain-free living should be yours. A new 5-way practical plan of positive action causes pain and disability to go.**

**By William S. Kitay  
Medical Science Reporter**

If you've had Arthritis for years, have just had first twinges, are susceptible through heredity—or if you have a loved one who suffers from it, here's news.

Scientists have revised their viewpoint on Arthritis and what you can do about it. Science now knows that there is no universal sure-cure miracle pill or drug for Arthritis—and probably never will be.

The plain scientific truth is that you can recover from Arthritis with simpler means. Techniques now available can calm the pain, the activity of Arthritis, even lessen the damage.

## What Researchers Discovered

A simple home treatment can get you back on your feet, give you new independence and return you to useful living.

It stops pain, reduces inflammation and swelling, gives greater use of your joints. Simply, it prevents or minimizes the misery and crippling of Arthritis.

It is a 5-Way method developed by over 1000 Arthritis specialists and general practitioners working together. It's surprisingly effective in even severe, complicated cases. Often it stops short pain and disability of NEW Arthritis sufferers—virtually as first symptoms begin.

## ARTHRITIS DANGER QUIZ!

- Will the juice of one lemon in hot water before breakfast relieve Arthritis? Do special diets help? How does constipation affect Arthritis? Do laxatives help?
- How about Vitamin B-12, Vitamin C and orange juice, orange juice and cod liver oil, lemon juice and baking soda, honey, cream of tartar, multiple vitamins, vegetable juices, food supplements, mineral waters, and herb medicine? Does reducing help?
- Doctors and scientists have investigated virtually any remedy obtainable. You get a full report with the 5-Way plan!
- Will oils be absorbed by your skin and help lubricate a stiff joint? Does iodine help? Are dry skin or scalp or ear symptoms indications of Arthritis? Does how you eat affect how your body builds bones with calcium? Does Vitamin D stimulate the Adrenal glands and ease Arthritis? Are ligaments as effective as heat lamps?
- What about a no-meat diet—or meat 3 times daily? No smoking or 3 cigars daily, sleeping with windows open—or closed? Or sleeping on the floor? Do vibrating machines help? Or health belts?
- Does curling up comfortably in bed relax—or cripple? Will a pillow under your knees when asleep give needed rest—or endanger your ability to walk? When can a small pillow under your head help—and when HARM?
- Will climbing stairs strengthen knees, feet, hips affected—or harm them? Will sitting in one spot avoid using painful knee and save more pain and stiffness—or increase chance of deformity? Should you keep covers off feet? Are long automobile rides good for you? Each year countless people worsen their own Arthritis—unnecessarily. Many give themselves pain—some cripple themselves for life—simply because—they don't know—or tragically believe they are helping and relieving their Arthritis.
- You get a blunt report in 5-Way plan described here. The misformation, confusion, claims and counter claims and ignorance about Arthritis are cleared up. You get the truth about, and how to recognize and avoid, quack cures, "sure cures" and fake remedies.

## Why Suffer Needlessly

How often have you done your work with arthritic pain stealing your energy and dulling your efforts? Or has it progressed even further, and you've looked with sinking heart at your hot, swollen joints and twisted fingers—actually brushed tears from your eyes because you became so dependent on others' kindness?

A remarkable organization—endorsed to do the job—has banded together the greatest medical drive in Arthritic history—to find the truth about—and OVERCOME ARTHRITIS!

Virtually every conceivable method to treat Arthritis has been investigated. Folk remedies, fake cures, cure-alls, wild hopes of medical science for new drugs—anything promising even alleviating relief, however, unorthodox, has been studied. Over 1000 doctors and scientists joined in. If any method worked, it was retested.

The frauds, the fakes, the false hopes were shown up. Full facts on new medicine—side effects—disadvantages—withdrawal—effects in different situations were frankly faced. The work goes on—searching for the miracle not yet found.

## The Simple Truth

But the quickest, surest, safest methods yet found—when again and again proven in different situations—have been included in the 5-Way plan to give you greater relief from aches and pain, greater use of joints, faster resumption of activities.

Whatever form of Arthritis, however complicated or intensive, whatever age and arthritic condition, the flexible 5-Way plan adapts to help.

Here are the most effective techniques in single areas, around knee joint, shoulder, ankle, back of neck—techniques to improve circulation in your entire body.

## Feel the Improvement—and Say "Yes" to Life Again

See and feel at home your 5-Way plan. Start your body on the way to painfree, normal living. Feel tight joints rest, relax, free up. Feel muscles tied in knots become more supple. Feel body tension ease, aches and pains, soreness, muscle spasms be relieved. Feel muscle tendons soften and stretch. Feel your body's full breathing range permitted again. Feel strength of needed muscles increase.

As you return full motion and range to joints, you're preventing and reducing chance of crippling. You're saving corrective action later. Because you have found the full facts about Arthritis and what to do about it, you've been restoring motion, strength and power to stiffened, weakened joints, increasing the range of joints, helping prevent weakening and deterioration of essential muscles important for walking, climbing stairs and getting in and out of chairs.

You've gained surprising independence from disabilities and you're feeling better than you have in years. You say "YES" to life again!

## 5-Way Plan In Book Form

The entire plan is now published in one easy-to-refer-to volume. You just use the information you need. What kind of Arthritis do you have? Rheumatoid to Osteo Arthritis—they're here (covering 95% of Arthritis cases) including Rheumatic Fever,

Infective Arthritis; Gouty Arthritis, Shoulder and Hand Syndrome and Traumatic Arthritis—PLUS—the RELATED DISORDERS of Rheumatism, Bursitis, Tendonitis, Psychogenic Rheumatism—even Fibrositis, Fascitis, Tensosyritis, and Myositis.

Get the facts about the Arthritis that strikes 10 men for each woman—and another kind that strikes 10 women for each man—the Arthritis most people eventually get to some degree—the kind that attacks rugged outdoor men—and another kind that attacks thin, tense, intellectual types—the Arthritis that's the most common cause of heart disease under 40 and often affects children, and how best to minimize heart damage from it—Arthritis a vigorous cough makes painfully worse—a kind involving the upper spine arriving with headache, earache, sore throat, neuritis pains in arms, or stiffness in neck.

And more! The most ignored warning signals of Arthritis and what to do when you first spot them. Facts you should know about aspirin, gold salts, prednisone, cortisone hydrocortisone.

What food disorders can do to Arthritis and what you can do about it. The truth about Arthritic corsets and spine braces. What almost every patient first suffering from chronic Arthritis does wrongly that can cause deformity—unnecessarily.

## Amazing 6-Months Guarantee! Available To Anyone

Any doctor, any arthritis sufferer, anyone susceptible to Arthritis, any family member or friend who wants to help may accept the amazing offer below.

It is not a 24 hour miracle cure. There is none. It's a way to help yourself and your doctor to overcome Arthritis, stop Arthritis, relieve pain and misery, restore action to crippled limbs, and give back normal, pain free living.

Only if after looking over the book and 5-Way plan for 10 full days, you're convinced you can be helped, is there any cost. Otherwise, simply return within the ten days for no cost. And if you keep the book for its low cost—if at any time within six months thereafter you—or your doctor—have any doubts of what it has done for you—if in any way it does not do what reading this page has led you to expect, simply return for full refund. Could anything be fairer?

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Box 2223, Grand Central Station, New York, N.Y. 10167

Please rush me your book "Overcome Arthritis" including full information on how I may successfully treat my Arthritis, cause pain and disability to go. I understand that if this book does not do everything you say it will for me, that if I am not truly helped, I may return it within 10 days for full refund.

If you wish your order sent C.O.D., CHECK HERE! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money-back guarantee, of course!

\$5.95 payment enclosed—please ship postpaid. I save postal charges.

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Now, medical science has the power to say to you:

Follow these 3 simple steps, and

# BEGIN YOUR "MIDDLE YEARS" AT 70, 80, EVEN 90!

Announcing — an incredibly simple, medically proven, overwhelmingly documented ANTI-AGING program that is designed to:

give you the lean, glowing look of a youngster past sixty . . .

retain the strength and grace and power of a trained athlete in your body beyond your seventies . . .

and keep you in vibrant good health till ninety or more . . . even if you feel "rotten" today . . . even if your mother or father died far too young of diseases that are STILL carried in your bloodstream!

## Yes, This Medical "Youth-Building Program" is so Strong That It Can Even Overcome Poor Heredity!

It is so strong, in fact, that it may actually make you look twenty or more years younger than your parents did at the same age . . . at the same exact time that it enables you to live thirty or forty years longer than they did.

The reason, of course, that these facts may seem virtually impossible to you at this moment . . . until you are shown the new medical techniques by which these goals are attained! They are:

1. The most powerful "age-reversing mechanism" known to man . . . which takes exactly six minutes per day . . . may be done by any man or woman, no matter how poor their health today . . . and which is better recommended by one of the top physicians in this book to give you "youthful" results — far faster — than even "cell therapy" treatments costing hundreds of dollars apiece!

2. A direct attack on the stored-up emotional poisons in your body that eat away strength and youth like internal acid, and replace them with never-flagging fatigue! This incredibly simple technique drains out those poisons, and that deadly fatigue, in approximately ten of the most dramatic minutes you have ever spent!

And, finally —

3. A new way to lose weight — not a diet — designed to change your present suicidal eating habits in exactly 48 hours! And, to break at last the vicious fat-multiplying cycle inside your body, that causes you to put on more weight, from less food, than your thin friends.

## Let Us Repeat Again: These Medical Techniques Are So Powerful That They Actually REVERSE THE AGING PROCESS — WITHOUT DRUGS!

They cause you, quite simply, to grow stronger and not weaker, as you grow older! And here is the medical documentation to prove it:

In tests conducted at a leading University and Medical School in Southern California, it was discovered that life-prolongation, accomplished this way, not only added decades to potential human life spans, but — even more important — also produced vastly increased vitality and vigor, as well as startlingly heightened resistance to dread "senile decline!" (Reported on page 129 of this thrilling new book.)

As a result of scientific observations and experiments conducted in several different locations in the United States (as well as in Europe and Soviet Russia), it was definitely established that these techniques will enable almost any individual to live beyond 90 . . . and even beyond 100! healthy, productive, thoroughly enjoyable years — even if he or she has tragically short-lived parents or grandparents! In other words, disastrous heredity can now be overcome! (See page 36.)

At a leading Gerontology Research Center on the Pacific Coast, its' president bluntly stated that a single one of the techniques given to you here has (in essence): ". . . reversed the aging process and over a period of time removed the characteristics of youth to the bodies of middle-aged men." (See Page 129.)

And one of his colleagues, discussing the same simple procedure, went so far as to state that it: ". . . relieves joint stiffness, lowers the blood pressure, and reduces the amount of fat in the body tissues. It actually does a miracle drug, and it's free for the doing!" (Italics ours — see page 130.)

## But All This Research Documentation Is Only THE PROLOGUE To The Real Meat Of This Revolutionary New Book! FOR NOW THE YOUTH-RESTORING PRINCIPLES LEARNED ALL OVER THE WORLD ARE PUT TO WORK — INSTANTLY — FOR YOU!

How to lose weight without counting calories — by harnessing the same exact forces which made you overweight (in the first place)! (It is not unusual, with these methods, to lose 15 and more pounds the first week — up to 20 pounds the second week — and a good hundred pounds or more, in as little as 13 weeks. And the weight stays off — for decades!) How to add 10 . . . 20 . . . perhaps even 30 glowing years to your life, simply by avoiding the everyday "Life-Traps" that make you grow old too fast!

How a careful examination of your eye can tell you, with uncanny accuracy, if you've eaten the wrong foods that night for dinner . . .

and therefore have to give them up for a few days till your body's digestive powers restore themselves to the correct balance!

Little-known-stress-on-the-heart Number 1 — that kills unwary smokers every year . . . and can be prevented simply by reading a single sentence on page 70!

When you must eat . . . and eat . . . and eat if you really want to lose weight!

"Hungry enzymes" that now infect your body! They are the real reason all past attempts to peel off ugly fat have been such torture for you! And you can "command" your body to destroy them — for good — in just a few minutes! (See page 62.)

Why most people's muscles simply "melt away" as they grow older! (No wonder "old age" to them means ever-growing weakness!) And how you can stop that muscle-melting process overnight . . . and replace it with vibrant new strength!

## And More! And More! And More! Like This —

What really causes vigor to drain out of the "aging" body! A simple fluid that if the body gives up too much of, it then dies of old age! And the one power that can instantly cure this condition — and bring back into your body . . . actually increase your body capacity to utilize by as much as 133% . . . in just a few thrilling minutes every day!

How to exercise your heart! Anyone — no matter what age — can do it! And prevent the greatest tragedy of all — premature heart attack!

Read the line in the middle of page 144 as though your life depended upon it! Because, if you've ever worried about killing your own heart through the worst possible error you can make — this one line will show you how to avoid it . . . forever!

World's easiest exercise program — for men and women who are physically out of shape!

How to avoid the man-made diseases! And save your body, and your nerves, at exactly the same time!

What your fingers tell you that can save your life! Listen to them . . . obey their command . . . and you may be able to out-run your own youngster!

If your blood pressure is soaring, you must do this, right now!

World's most effective weapon against demolished nerves! Gets you back to loving life, instead of hating it, in just ten blessed minutes!

No more nervous breakdowns! And no more un-necessary heart attacks (or strokes!) The technique shown to you on page 197 may banish them from your life — for good!

How to add ten years to your life, by avoiding one little fatal mistake — at night! Before you go to sleep!

How to laugh at old age — at least till you're ninety! A simple program so effective that it may actually cause strangers to think that you are your best friend's grown children!

## And Yours To Prove — In Its Entirety — For 30 Days, Entirely At Our Risk!

The choice is yours. This is a book for people who mean business. It costs you nothing! We take all the risk! Fair enough? Why not send us the coupon — TODAY!

### SPECIAL ADDED BONUS SECTION

How to survive a heart attack! Why so many heart attacks are the "silent" type, that kill without the victim even being aware he has been seriously ill before! The one warning signal you simply CANNOT ignore! Why HALF of all heart attack victims ACTUALLY KILL THEMSELVES because they just don't know what to do!



### About the Author

**JOSEF F. HRACHOVEC, M.D., D.Sc.** holds medical degrees from noted European Universities. He is currently Professor of Molecular Biology of Aging and also a Research Associate at the Gerontology Center of the University of So. California. For the past seven years, he was Researcher in Biochemistry and Public Health Engineering at the University of California School of Public Health in Los Angeles. There, he was Program Director and Principal Investigator of Research Studies supported by the National Institute of Health.

He held previous research posts at New York University School of Medicine, Columbia University College of Physicians and Surgeons, and the Sorbonne University, Paris. Widely published in medical and scientific journals and in gerontology, Dr. Hrachovec is a fellow of the Gerontological Society, the American Physiological Society, the American Public Health Association, the Association for the Advancement of Science, and is currently on the Council of Advisors of the Association for Advancement of Aging Research.

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For lazy people only!

# HOW TO SAY GOODBYE TO YOUR MIDDLE-AGED BODY!

And to your middle-aged face! In as little as two "lazy" exercise periods a week!

#### Guaranteed To Give You:

A rock-hard abdomen in just a few weeks!  
If you're a man: arms, hands and shoulders that make you look like Atlas!  
If you're a woman, a more alluring bustline in just 18 seconds a day!  
A 20 per cent increase in metabolism (your ability to turn food into fuel, and not fat), in just one afternoon!  
Weight loss of 31 pounds in a year, without going on any diet at all!  
Or an additional weight loss of 22 more pounds per year (if you want to lose that much), by going on a new kind of diet that lets you eat every single food you're eating today!

#### And This Is Just The Beginning Of "The Lazy Man's (And Lazy Woman's) Guide To Physical Fitness!"

Once again, the key word here is LAZY! Lazy! Lazy! Lazy! For this is a "total fitness program" about which its doctor-designer says, "I don't want you to exercise every day"! And he goes on to say:  
"My program allows you to forget about exercising on those days you don't feel like it!"  
And then he adds:  
"It outlines the minimum effort you must make to get in shape...easily performed...that benefits you most with least effort"!  
And finally:  
"Above all, don't think of exercise as a 'forever' routine or ritual"! "As long as you don't extend your non-exercise periods beyond three days, you remain within the 'circle of conditioning'!"

#### And Who Promises This To You? No One Less Than The Former Chairman Of The American Medical Association Committee On Exercise And Physical Fitness!

A practicing physician for over thirty years! Now serving as director of the Physical Fitness Laboratory at the University of Nebraska! A member of the board of the American College of Sports Medicine!

And this, again, in his own words, is what he promises you:  
"A rock-hard abdomen in the course of a few weeks"!  
"Several years ago, in an experiment, some university students doubled their daily food intake from 3,000 to 6,000 calories a day, and did not gain weight"!  
"But just think of it...you could lose 31 pounds a year"! (Without cutting out a single calorie — see page 46.)

"Americans as a rule...become progressively less flexible as they age, until their range of motion at all joints is severely restricted. They pay for this in backaches, stiff necks, inability to stoop...and

#### ABOUT THE AUTHORS

**DR. KENNETH D. ROSE**, a prominent American authority on physical fitness, is serving as director of the Physical Fitness Research Laboratory at the University of Nebraska and is a former chairman of the American Medical Association Committee on Exercise and Physical Fitness. He currently practices as an emergency physician at Bryan Memorial Hospital in Lincoln, Nebraska and is a member of the board of the American College of Sports Medicine.

**JACK DIES MARTIN**, co-author, is a seasoned journalist and science writer. He is a former staff member of the Journal of the American Medical Association and is currently midwest editor for Medical Economics magazine.

#### IF YOU DO NOTHING ELSE, READ THIS:

These are the ugly facts that inspired this "Lazy" way to physical fitness, and to "Weak-Willed" fat loss of up to 100 or more pounds a year:

1) Research indicates that the average American has a middle-aged body by 26! (Yes, 26 years of age!) By then, he or she has lost 40 per cent of the circulation he had at 17! And by the time they reach 35, up to 60 per cent has been lost!

2) During the last 30 years, the rate of death from coronary heart disease in men has skyrocketed by 2,000 per cent!

3) In fact, things are now becoming so bad that one scientist found that the sons of his old patients are developing evidence of coronary heart disease *13 years earlier* than their fathers did!

Why not get rid of that middle-aged, sickness-prone body — THE LAZY WAY — today? Read the full facts on this page!

even to tie their shoes without groaning. One simple exercise, although not a panacea...will keep you flexible!

(For men) "This exercise will develop your arms, hands and shoulders so that within a few months, you will look like Atlas"! "...even improves our ability to think"!

(About the special "weak-willed" diet described on page 112) "A person need not give up any special food..." (but) in the long haul, over a four-week month, you should knock off 21,000 calories, or six pounds"!

(And it's vital to note that this six-pound diet weight-loss per month is *in addition* to the 31-pound-per-year weight loss — without any diet whatsoever — mentioned on page 46! Put them together, if you wish, and get the body of your dreams!)

#### Plus All This — Still The "Lazy" Way:

The "extremely valuable conditioner", that takes just 120 seconds!

Two ingenious little exercises that discourage facial wrinkles...are "a marvelous conditioner" for sagging cheeks...pour vital blood into drying-out tissues...and "help compensate for the forehead wrinkling tendency we all have"! (And yet they're so simple and so effortless that your hands never even touch your face!)

Why keeping yourself in top condition is so easy now that you can do it while watching your favorite TV program! With "no interruption of enjoyment at all"!

For ladies with too small breasts: Before you get in bed each night, give just 6 seconds...then 6 seconds more...and then perhaps just 6 seconds more! And wait till you see what happens!

Again — fat-burning made easy! Proven by the American Heart Association: a 20 per cent increase in the ability to burn everything you eat — that lasts as long as twenty-four hours, every time you turn it on!

#### But Above All, At The Very Heart: A Delightful Way To Stay In Shape (And You Can Get There Far Faster Than You've Ever Dreamed) By Exercising Only Twice A Week!

"My exercise plan is aimed", says Dr. Rose, "at the average man and woman who have no access to expensive facilities, nor much time or opportunity for exercise"!

"People simply hate strenuous exercise and dieting...Who wants to get up every morning, or drag in after a hard day's work, or go



through boring and tiring calisthenics? I have other things to do", you protest!

"I know you do. But I also know you want to be in better physical shape. And putting these two things together, I and my collaborator put together this book, to try to make physical fitness *as painless as possible*!"

#### Prove Every Word Without Risking A Penny!

Who in the world wants to continue to hide from life behind a pot belly, a big behind, or a sunken chest?

It is worth a few "lazy" hours of your time to prove — once and for all — that this doesn't have to happen to you, ever again!

This book can do it for you — again, once and for all! Read it from cover to cover, entirely at our risk!

Why not send in the No-Risk Coupon — *today*!

#### MAIL NO RISK COUPON TODAY!

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Gentlemen: Please rush me a copy of **THE LAZY MAN'S GUIDE TO PHYSICAL FITNESS**, #80174 by Kenneth D. Rose, M.D. I enclose \$4.95 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

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## When an Aging Movie Star Makes You Plead: "How Does She Look So Young?" Why Not Ask Her Doctor?

Dr. Robert Allan Franklin—author of this amazing new Instant Beauty Program—is a member of the Board of Trustees of one of the largest hospitals in Los Angeles, California. He is editor of "Aesthetic," Plastic Surgeons' Beauty Journal, and an internationally known cosmetic surgeon.



Although you may never have heard of him by name before, you may see his results often when you go to the movies or switch on your television set:

That magnificently beautiful singing star from World War II days, who now is seen often on TV—you know she must be getting old. How can her body be so young, so slim, so graceful. How can her face be so unlined and glowing? How does she seem to laugh at the very years that destroy other women?

Read the thrilling answer below

That world-famous actor and athlete, who didn't seem to have aged a day over many years—that seems only to have grown more handsome, more virile, more attractive with each passing year—how did he defy the wear and tear of time?

Read the thrilling answer below

Or that ravishingly lovely national beauty contest winner you've watched in the pages of your newspaper for almost as long as you can remember. How does she maintain her figure? What does she do that prevents weight from forming on her body? And what prevents age from etching her skin?

Read the thrilling answer below

Yes—now this book gives you knowledge that these men and women traveled the world to learn. Over seventy-seven ways that you can use toward softening the effects of time . . . to free your appearance from the prison of your calendar age . . . to help bring back the exuberant glow of youth to every inch of your face and body!

# AT LAST! *Instant Beauty!*

Hollywood plastic surgeon releases 7-day Crash Course towards dazzling new youth and beauty.

Designed for the woman who wants startling new facial and figure improvement—overnight. The goals of this INSTANT BEAUTY program are extremely simple. They are, in essence:

1. To give you, in the first 7 days alone, an almost-shocking improvement in the apparent youthfulness, firmness and sheer physical beauty of your face . . .

2. To give you, in the first 7 days alone, what must seem to your friends to be a new figure—one that stands straighter and slimmer, walks far more gracefully, and, above all, is pounds lighter . . . and

3. To give you, in the first 7 days alone, such a tremendous burst of new energy, new vitality, new joy of living and, as a consequence, sheer physical attractiveness and personal magnetism that your friends will beg you to tell them the secret.

The proven method this program uses towards achieving these goals is equally simple: It is:

A rapidly-disciplined 7-day regime—which is designed to break at last the suicidal cycle of premature aging and decay which is destroying your face and figure today.

Included in this regime are the following:

### If You Mean Business About Taking Years Off the Appearance of Your Face, Then Here Are the Weapons You Need.

First of all, a new method of *Facial Self-Massage* designed to smooth out crow's feet and prevent formation of ugly black pouches under the eyes . . . and ease that feeling of tiredness around the eyes themselves, that destroys the sparkle and beauty of your entire face.

Second, a series of anti-wrinkle, home beauty-remedies that you can make yourself from the natural fruits and vegetables in your refrigerator. That not only restore natural moisture-balance and smoothness to your face, but actually reach down and carry away the thousands of tiny, almost invisible particles of hardening outer skin secretions that would otherwise clog your pores and ruin your complexion.

Third, a series of Instant Exercises designed to restore the sharp contours of youth

to your face. Just one of these exercises alone—a simple motion with your chin—could take years off the appearance of your throat and jawline.

But this is only the beginning. Every day for one full week you are given another professional beauty secret, to transform another aspect of your face:

On Monday, a new cucumber facial mask, to give your face the appearance of eight hours rest in just ten luxurious minutes.

On Tuesday, a new kind of natural shampoo, to bring back shimmering highlights and overall gloss to your hair that you thought you'd lost forever when you passed out of your teens.

On Wednesday, a new way to make up the "problem-face," that eliminates facial flaws—in minutes—that have plagued you for years.

On Thursday, a special "sea water bath" that smoothes the skin of your entire body—makes it so incredibly soft that you just can't resist running your hands over it again and again.

And on. And on. And on again. Every day for one full week—another previously undreamed of source of dazzling new beauty. And this is still just the beginning.

If You Mean Business About Taking Pounds and Inches Off Your Figure, Then Here Is a Scientific Method—Hard, Realistic, But Surprisingly Delicous.

And at exactly the same time—in those same wonder-working 7 days—you are turning back the clock, year by year by year, in regard to your figure.

You are doing this in two ways. First, you are going on a strict, rigid and incredibly-effective Doctor's diet. A diet that is actually designed to keep you hunger-free . . . full of energy . . . with firm, smooth contours all over your body (and not sagging skin) when you lose exactly as much weight as you wish to lose, whether that

weight-loss goal be 10-20-40—or even 50 pounds.

Once again, this is a scientifically-balanced diet—designed to give you a way of life that you can not only follow to lose weight, but to maintain that weight loss for the rest of your life.

And this is still just the beginning. For now comes the real payoff!

Which Parts of Your Body Have You Always Wanted to Remodel? Your Waist—Arms—Thighs—Legs—Even Shoulders and Bust? Then Try These Ingenious, Gentle SUPER-FEMINIZING EXERCISES—and Watch the Startling Differences.

Now comes the second step in your path to a dazzling new figure. Pin-point exercise—adapted from the twin worlds of ballet and professional figure remodeling—designed to:

Trim upper arms and inner thighs . . . Improve the appearance of even mature breasts . . .

Slim ankles, shape protruding knees, improve the contours of the entire extension of the leg . . .

Eliminate shoulder fat . . . Slim both abdomen and diaphragm measurements, plus the hip and thighs . . .

Correct that roll of fat at the back of the waistline . . .

And much more.

A word of warning must be inserted here, however: Because these exercises are so ingeniously gentle—because the ten or fifteen minutes you spend with them every day are not only the complete opposite of fatiguing, but downright enjoyable—you will almost certainly believe for the first day or two that they cannot possibly be doing you that much good.

It is only after the first seven days that the true results of this revolutionary Crash Course to Instant Beauty really begin to show themselves: in the buoyancy with which you bounce out of bed each morning . . . in the new youthful face that greets you day after day in your mirror . . . in the way that clothes that have been too tight for you for months begin to sag and bellow

on your new body . . . and most of all, in the startled reaction—not only of your friends—but of your own husband and family, as they stare at you with an intensity of sheer admiration that you have not seen on their faces for years!

### Use It for the Full 7 Triumphant Days Entirely at Our Risk

The name of this plastic surgeon's 7-Day Crash Course to a dazzling new face and figure is once again, INSTANT BEAUTY. In book form, its full price is only \$5.98 complete . . . far less than other courses that cannot begin to do its job.

But you try this book at our risk. If you are not amazed and delighted with every word, then simply return it to us for every cent of your purchase price back. You risk nothing but your time.

The choice is now yours. You can sit helplessly by and watch your face get older and older every day—watch your body get weaker and weaker every day. Or you can decide to stop this premature aging right now, and bring back the youth and vitality you may have thought you'd lost forever!

The proven means are now at your hand. This is a book for people who mean business. If you mean business—send in the No-Risk coupon—today!

### MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED Dept. NYB-8A  
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Rush me Dr. Robert Alan Franklin's revolutionary new seven day course, INSTANT BEAUTY book. I am enclosing only \$5.98. I understand this book is fully guaranteed. If I am not completely delighted, I will return the book for full money back at once.

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110 Fifth Avenue, New York, N.Y. 10003

Now, a blunt promise by an eminent dermatologist:

# Every cell of your face has a "clock" in it! *Here's how to wind those clocks backwards!*

Revealed by an eminent dermatologist (see his word-by-word statement below): How, with the proper scientific instruction, you can literally stop the biological "clocks" in your skin... actually look ten to twenty years younger than your real age... erase wrinkles, blemishes and coarseness... and do it all using nothing more than such simple ingredients as water, soap, ~~and~~<sup>especially</sup> salt!

This is, quite frankly, a vital message about what is perhaps the most revolutionary home-medical guide ever published on facial care... facial beauty.

...reduced facial youth. Its results are so spectacular, its documentation is so overwhelming, and its methods are so vital to your future life that we must repeat, in full, two more quotes from its opening pages:

"As a matter of fact, we have only recently acquired the ability to really do something about the more serious changes in appearance that accompany aging..."

"In the past, the average person stood very little chance of being able to look younger. Without wealth or the right genes, there was very little hope. The advent of modern skin care has changed all this. Now it is no longer necessary to pamper yourself or be born with good skin. The idle rich no longer have any advantage... the genes you inherit are no longer a limiting factor because you can now compensate for even the best genes in one skin." That's modern research; we now know what causes many of the unattractive problems that appear with age. With this kind of knowledge, we have been able to develop methods that are effective in combating or solving these problems.

The practical application of these methods can produce spectacular results. A person can easily look ten to twenty years younger than his or her actual age, and this can be achieved with a minimum of effort. My own interest in this subject was first stimulated by an eminent dermatologist who was one of my first teachers. He was not only an early advocate of these new methods, but a practitioner himself. The results were truly impressive. At almost eighty years of age, he appeared to be in his early fifties."

**This, Then, Is The Startling New Promise  
That Lies Right At Your Fingertips! And  
Here Are The Discoveries That Are  
Going To Give It To You!**

For example—

Age is no longer a barrier to a flawless complexion, because the outer layer of your skin never stops growing! And, if you learn the right way to utilize that growth, you may actually reverse the dreaded aging process, and grow younger-looking, not older.

The ultimate moisturizer! How it can eliminate moisture loss instantly, and actually repair the ravages caused by years of facial dryness.

The three insidious structural changes that create "old" skin, and how to stop each at its source.

For example, master this simple technique of protecting the all-important "inner layer" of skin from damage, and you will never need the services of a plastic surgeon.

How your kitchen stove can make you look old, old—unless you learn how to use it-like this.

How certain household aids (that you use every day) actually poison your skin. Get rid of them—now.

How to keep the sun from turning your face into a wrinkled prune.

How to protect your skin against air pollution.

Otherwise, if you live in a big city, be prepared to

have people guess you're ten years older than you really are.)

How to banish blocked pores and blackheads—for good.

The Number One Rule for protecting your face against *all* the hazards of the environment. Follow it faithfully (see page 36), and when your friends look as old as Methuselah, *you'll hardly have changed at all.*

### Indisputable Proof That It Would Take A Century For Your Face To Look Old, If You Didn't Abuse It Like This...

How to "quick-clean" your face, so thoroughly, and so fast, that you take years off it, rather than put them on.

Invisible sources of skin inflammations and allergies, that may be ruining your complexion right now. In other words, how to practice modern acne therapy, *right in your own home.*

Why you may never have to spend a cent on commercial face-care products again. For two reasons: Because most of them are actually harmful to your skin (see list on page 67). And because *none of them* could ever do as much for that skin as the *almost-costless* preparations given to you on page 71.

For example, the best daytime base in the world (and you should wear it *every minute* of every day, to keep the youth-forced sealed in your skin) costs only 8¢ for a four-ounce sample. And the best night cream you can buy costs slightly more—about 9¢ for a six-month supply.

And the best face mask in the world costs 9¢ a treatment.

And the best skin freshener probably costs a penny a day.

*And not one of them contains a single ingredient that will unknowingly age your face, or dry out your face, or irritate your face. All they do is pull the life out of that face, at the same time they seal in the youth.*

### But What About The Old Skin That's Marting Your Face Right Now? What Do You Do About It? THIS—

Here, on page 72, is (in our opinion at least) the really startling breakthrough in facial care in this generation. It is called, "Skin Thinning". It takes about two minutes of your time a week, and it costs about 3¢ a treatment. Its basic ingredient is salt. Plain ordinary table salt. But used with *such* *almost-instantaneous* *curling* *wrinkles*. Opens clogged pores. Helps prevent age spots and whiteheads. May actually have your husband cooing with delight the very first day you use it.

And there's still more—much more—like this:

How the wrong vitamins can poison your skin. And the right vitamin therapy cause spectacular changes overnight. (See page 108.)

How dry, scaly skin can often be eliminated by a simple change in your diet. (See page 107.)

The "Young-Face Style of Life". Or how to erase ten years from the look of your skin, simply by adjusting the way you work, play and sleep. (See page 112.)

How your skin can warn you of the insidious development of diseases of the heart, circulation, spleen, lungs, blood, thyroid, intestines, sex glands, liver, kidneys and much more—all by simply knowing how to read the darker signals it sends out. (See page 105.)

Two easy solutions to hand and nail problems. (See page 140.)

How to save your hair. Why you must *not* overbrush it. The one overlooked cause of 99 per cent of all severe hair damage. A simple immediate test that tells you, for sure, the rate of hair loss. Why the wrong use of vitamins may be causing that loss. *Medical methods* (your husband will bless you when



you show them to him) of *really compensating* for that ugly loss.

**And Much Much More. At Last All You Need To Never Look Your Age Again!  
AND WE PROVE IT TO YOU  
WITHOUT YOUR RISKING A PENNY!**

Remember! Good skin care is one of today's best

bargains... nothing else gives you such a high return for such a small investment! But, YOU MUST BEGIN NOW! The effects of a long lifetime of neglect and abuse can NEVER BE COMPLETELY REVERSED! You owe it to yourself—and to that special man in your life—to return the No-Risk Coupon—TODAY!

MAIL NO RISK COUPON TODAY

IMPROVEMENT BOOKS CO., Dept. 5305

13490 N.W. 45th Ave., Opa Locka, Fla. 33059

Gentlemen: Please rush me a copy of THE ART OF LOOKING YOUNGER, #8010, by Bedford Shelmire, Jr., M.D.! I understand the book is mine for only \$6.98 complete. I may examine it a full 30 days at your risk or money back.

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### ABOUT THE AUTHOR

BEDFORD SHELMIRE, JR. graduated from the University of Chicago School of Medicine. He is a former state member of the American Hospital in Paris and the Columbia-Presbyterian Hospital in New York. Dr. Shelmire is a diplomate of the American Board of Dermatology, a member of the American Academy of Dermatology, and currently Assistant Professor of Dermatology at the Southwestern Medical School of the University of Texas. The author of many articles on skin physiology and therapy, he lives and practices medicine in Dallas, Texas.

IMPROVEMENT BOOKS CO., Dept. 5305, 13490 N.W. 45th Ave., Opa Locka, Florida 33059

# At last...a leading American physician shows you How to Stay Young till 90

Designed to give you the look of a youngster past 60 . . . the strength and power of a trained athlete beyond your seventies . . . in vibrant good health till 90 and more — here is one of the simplest and gentlest, and yet truly revolutionary, anti-aging medical programs ever invented by the mind of man.

To repeat once again, the goals of this program are simple. They are, in essence:

1. To give you the look of a youngster, in both face and body, far past sixty . . .
2. To keep you in top condition—to give you the drive and power of a trained athlete beyond your seventies . . . and
3. To give you every possible chance of continuing in this vibrant good health till ninety, and more.

The methods this program uses to achieve these goals are equally simple—and, again, surprisingly gentle. They are:

1. A series of one-or-two minute-a-day exercises for your face—designed to combat premature wrinkles and restore the smooth, sharp outlines of youth.
2. A direct attack on the stored-up emotional poisons in your body that eat away strength and youth like internal acid. This attack on these poisons consists of a series of exhilarating new exercises which take as little as three minutes a day—*half of which time you spend resting*.
3. A new way to lose weight—not a diet—designed to change your present suicidal eating habits in 24 to 48 hours. And to break at last the vicious *fat-multiplying cycle* inside your body, that causes you to put on more weight, from less food, than your thin friends. And
4. A series of surprising, and sometimes actually startling, solutions to your most serious everyday health problems—including fatigue, hypertension, indigestion, high blood pressure, and much, much more.

This, then, is the look-younger, feel-better, live-longer program that you can prove to yourself—beyond doubt—without risking a penny. Now let us look at its medical background, and the specific day-by-day benefits it is designed to give you:

Written by One of America's Foremost Physicians,  
*It Opens Up Whole New Worlds of Prolonged  
Youth, Health and Vitality — Past 90 — that You  
May Never Have Dreamed Existed Before.*

The fascinating new volume which gives you these benefits is titled: *How to Stay Young All Your Life*. It is the result of fifteen years of meticulous research, and three additional years of intensive writing and re-writing. It is so completely up-to-date that some of the principles revealed in it were not discovered until a few short months ago.

Its author is Clement G. Martin, M.D., F.A.G.S., F.A.C.N. As you may know, Dr. Martin is former medical director of two of

the largest insurance companies in the United States, where he specialized in geriatric research—the science of prolonging youth, strength, health, and life—far beyond their present limits.

Over eight years ago, in conjunction with his state medical society, Dr. Martin published a pamphlet based on this research. The response was so overwhelming that he then expanded this information into a book—called *How to Live to be 100*—which sold over 100,000 hard-cover copies in the first two years alone.

But now medical science has gone *beyond* mere longevity alone! Now it is possible—not only to add up to twenty or thirty or forty more healthy years to your life . . . not only to help you ward off the disease of middle and old age that cripple your friends . . . but, in case after case, to actually *restore* the appearance and energy and bursting vitality and strength of youth itself to your body—and maintain that youthful drive and appearance far past your seventies and eighties!

## All the Myths About "Old Age" — Shattered at Last.

This new book, therefore, begins immediately with *case histories* that prove this fact beyond doubt. In the first few pages alone, you are introduced to:

The American "town without heart disease." Where the inhabitants eat too much, enjoy food that's "rich" in every sense of the term, are overweight, party around, stay up late—but simply don't have heart attacks. (The reason why will astound you.)

The 101-year-old roué, who still eats mountains of spaghetti, washes it down with wine, and loves his sweets.

The amazing French beauty who first invented exercises to preserve the look of youthfulness in the human face. Men worshipped her at eighty. Her figure and her face were as dazzling at 79 as they were at 19. She died, still outwardly in the bloom of youth, past 90.

The American businessman who watched his body become prematurely old and finally collapse of ill health at the age of 50. Who decided to *rejuvenate himself* though he could hardly stand, through a scientific study of longevity. By the time he was 73 he had regained his youth—his face as smooth, his body as slim and hard as a youngster's. *Photographs in this book prove these statements beyond doubt—see them yourself!*

The Russian report on a man who lived to be 161, and fathered his last child at 104.

And much, much more. Probably the most fascinating reading of your entire life. But it's only the *prologue* to the real meat of this revolutionary new book. For now the life-saving, health-giving, youth-restoring principles learned in this world-wide medical research are put to work—instantly—for you. To give you results, literally overnight, that will have your friends begging you to tell them the secret!

For example:

What is the price of Renewed Youth  
and Vitality? As Little as Five  
Exhilarating Minutes Every Day.

First, you start to peel off years from your appearance:

On page 35, you learn the one-second prescription that automatically causes you to stand more erect (no, you don't have to pull in your stomach, but the results are startling nevertheless).

On page 124, you're given six-second facial exercises . . . wrinkle exercises . . . bags-under-the-eye and age-line exercises . . . that Dr. Martin recommends for every man, as well as woman, who wants people to gasp in astonishment when you tell them your real age.

On page 144, you're shown how the way you eat may contribute as much or more to your overweight problem as the actual foods you eat. And then on page 150, you're given the medically-proven, *fastest-possible* way to lose excess pounds. Again, this is not a diet at all. And the greater your excess weight, the *faster* this method works.

But this is just the beginning. Now you go on to tap vast new stores of strength, endurance and energy, like this:

On page 35, you're shown the scientific secret (time to learn; 10 seconds; time to perform; 3 seconds), that guarantees you will sit properly—and therefore cut your desk fatigue in half.

## CLOSE TO 100,000 COPIES ALREADY SOLD!

Why such runaway sales? BECAUSE IT WORKS!  
Read the thrilling details on this page!  
Try it—entirely at our risk!



CLEMENT G. MARTIN, M.D.

On page 42, you're shown how to "relax yourself ahead". Develop the grace under pressure that marks the champion athlete, and the champion executive. Outstrip your less well-informed competitors who tear themselves to pieces in the mistaken belief that they can win through pressure, anxiety and tension. Keep going at full speed when they're wilting around you like dead flowers.

On page 58, you're shown how you can cleanse your *internal organs* (your heart, lungs and blood stream) of tension and fatigue in as little as three minutes a day. Try this tomorrow night when you come home bone-weary from work—when you're wound up tight as a drum—and see for yourself how it pumps so much new energy back into your system that you can out-dance your teenage son till two A.M.

Yes, and on page 118, you'll learn how Dr. Martin recommends as little as only  $1\frac{1}{2}$  minutes of basic exercise every day. *Is this too much to ask from you to obtain new protection from heart attacks, now youthfulness, new vitality every single day of your life?*

### Read it from Cover to Cover, Entirely at Our Risk.

It is literally impossible, in the space of this advertisement, to begin to give you an idea of the vast store of startling new medical information contained in this book. I can only mention in passing such life-saving information as this:

The world's best tranquilizer, that doesn't cost you a penny.

How plain ordinary water can be turned into a wonder-working tonic for your heart and your blood pressure.

The special section on rheumatism and arthritis, that may save you hours of needless pain every day.

And so much more that you must read it yourself to realize the immense benefit this book can give any man or woman over thirty. Therefore, we allow you to read it cover to cover at our risk. Its price is only \$5.98—far less than other books that do not begin to do its job.

But you try this book at our risk. If you are not amazed and delighted with every word—then simply return it to us for every cent of your purchase price back. You risk nothing but your time.

The choice is now yours. You can sit helplessly by and watch your face get older and older every day—watch your body get weaker and weaker every day. Or you can decide to stop this premature aging right now, and bring back the youth and vitality you may have thought you'd lost forever!

The medical means are now at your hand. This is a book for people who mean business. If you mean business—send in the enclosed No-Risk Coupon—today!

### INFORMATION, INCORPORATED, 119 FIFTH AVENUE, NEW YORK 10003

-----MAIL NO-RISK COUPON TODAY!-----

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Gentlemen: Without obligation, please rush me the brand new edition of Dr. Martin's revolutionary new book, HOW TO STAY YOUNG ALL YOUR LIFE. I am enclosing only \$5.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . If I am not completely delighted within 10 days, I will return the book for full money back at once.

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Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the enclosed No-Risk Coupon—TODAY!

A baby born in the year 2100 will outlive you by 20 years! Now--an extraordinary research program has discovered the secret of making that happen for you--right now--today! You can . . .



# FEEL 20 YEARS YOUNGER LIVE 20 YEARS LONGER!

If you knew you could turn back your clock 20 years, wouldn't you leap at the chance?

How much is it worth to be 45 years old and feel like 25--to be 65 and feel like 45?

How much is it worth to slow the aging process of your body so effectively you can add 20 years to your expected life span--yet always be biologically 20 years younger than your age?

Now at last the age of Biological Control over the Human Body--your body--is at hand!

Three years ago, 15 concerned people from many scientific, medical, and professional disciplines met and founded The Longevity Foundation of America. What galvanized them to action was one shocking fact: Despite medical discoveries like vaccines and antibiotics . . .

. . . the human life span has not materially increased within the last 50 years! Incredible as it may seem, 20th Century science has done more for plants and animals than for human beings! While scientists have found ways to double, triple, and quadruple crop yields per acre--while through genetic studies and nutritional experiments they have discovered how to make chickens lay more eggs--how to make steers produce more tender meat--how to make tomatoes yield more bushels per plant--how to save scarce species from extinction . . . While all these scientific wonders in biology have been going off, human life expectancy has hardly increased at all! A man who is 50 years old in 1973 can expect to live only a few months longer than his grandfather! Your chances of dying of heart disease are practically the same today as they were in 1910!

The Longevity Foundation set out to find out why--and what could be done about it. And they made a breakthrough discovery--a discovery that may be one of the most important of the 20th Century! The knowledge needed to extend your life span by twenty years exists right now!

The nutritional secrets of slowing body degeneration are already known! The methods of preventing the six killer diseases mainly responsible for premature death are already available!

**GUARANTEED**  
Read this amazing  
book for 30 days  
entirely at our risk

But until The Longevity Foundation acted, no one had ever put all this knowledge into a simple usable program! To coordinate and sift all the work done by many scientists and doctors all over the world called for the latest computer technology and took three years of hard work. But the result is an extraordinary and exciting program that can change your life--"The 2100 Program"--the amazing diet and exercise secrets that can give you a longer, happier life--a century ahead of your time!

## Sensational discoveries revealed in Live Longer Now.

1. All six of the major degenerative diseases (including heart disease, diabetes, arterial hypertension and gout) are caused by the same factors!
2. Their major cause is five "gremlin" foods in your diet--foods you're eating right now!
3. Even if you're only in your 20's, one or more of these killer diseases has already gotten a start in your body.
4. You can not only prevent but actually reverse these killer diseases simply by changing what you eat and how you exercise.

Just off the press! "Live Longer Now" tells you . . .

1. The Diet secret for long life . . . The five "gremlin" foods that are shortening your life (P. 180-185) . . . The six nutritional chemicals your body needs every day (P. 117) . . . How to get the essential vitamins, minerals and amino acids from your diet--shopping list, menus, and delicious recipes (P. 178-215) . . . Why you can save 20% on food bills when you learn to eat for health (P. 219) . . . How "body wisdom" can regulate your weight without calorie counting (P. 218) . . . The startling truth about fat diets, cholesterol and unsaturated fats, organic and health foods, and prepared foods like soft drinks, cereals, bread and baby foods.

2. The Exercise secret for long life . . . How to keep fit the 21st Century the fun way by "Roving"--the only exercise you'll ever need to take . . . How "Roving" is easier and better for you than strenuous calisthenics, weight lifting or isometrics . . . Why "Roving" gives you all the benefits of swimming, bike riding, playing squash, tennis, basketball or handball . . . How anyone male or female, 18 or 80 can "Rove"--at his own pace, without special equipment . . . Why this single simple exercise not only improves your heart, arteries, lungs, muscles and circulation, but gives your body greater resistance to illness, injury and pain and helps you think better, too!

Get "Live Longer Now", the 2100 Program today and start to enjoy these benefits.

1. You can "postpone" the pain, illness and degeneration of old age by 20 years--from today's 55-60 to after 80!
2. You can stretch your "middle years" by double--be in the prime of life from 40 to 80, mentally, physically and sexually.
3. You'll sleep better without pills, wake up fresh, feel stronger and more alive, have greater endurance, enjoy life more. Because living better is what the 2100 Program is all about!

## Skeptical? Read a few case histories.

J. S. was a great grandmother in her 80's, with high blood pressure, angina, and such poor circulation she couldn't walk 100 yards. Now three years older, she walks three miles daily, swims regularly, lifts weights and takes no medication.

R. D. was a diabetic of 19, swollen with edema, threatened with diabetic coma and blindness due to diabetic retinopathy. After six weeks on the 2100 Program, she had lost the swelling and 20 pounds, in three months had cut her need for insulin to 1/10 the dose.

J. G., 62, had suffered from high blood pressure for ten years before starting the 2100 Program. He was able to stop taking all anti-hypertensive drugs within three months.

M. T. was crippled at 51 by painful gout. Within weeks of starting the 2100 Program, his symptoms disappeared, and has had no recurrence.

N. T.'s EKG studies at the age of 48 showed a severe case of coronary insufficiency. His cholesterol level was over 300 mg./ml, he lived in fear of heart attack, was a semi-invalid. Two years after starting the 2100 Program, he is now running 20 miles a week and his cholesterol level has dropped to the remarkably low level of 125 mg./ml.

## Mail coupon now!

Tomorrow can be the first day of the best of your life--the very first day of your 2100 Program. You'll not only stop eating the five gremlin foods that will kill you prematurely, you'll start to get living into each day. Richer, healthier living--not in the next century--not next year or next month--but now.

## The Dedicated Researchers who created the 2100 Program

J. N. LEONARD, Ph.D., Biologist--Services Integration Technology Institute, Boston

F. C. CHAMBERLAIN, BSEE--Jet Propulsion Laboratories, California Institute of Technology, Pasadena

I. FARID, Ph.D., DPH, Nutritionist--University of California, Los Angeles

R. F. ORLOSKI, Ph.D.--Organic Chemistry Consultant, Chicago

L. L. CHAMBERLAIN, Analyst of Aging--Southern California Aging Association

J. L. HOFER, M.S., Experimental Psychologist--Ligon, Los Angeles

J. P. NAVF, J.D.--Legal Analyst, U.S. Department of Justice, Los Angeles

N. PRITIKIN--President, Remco Engineering, Santa Barbara

S. L. STOCK, M.D., Internal Medicine--Assistant Professor of Medicine, UCLA Medical Center, Los Angeles

W. E. BROWN, Businessman--Beverly Hills

R. I. HESS, Ph.D., Physicist--California State College, Dominguez Hills

## Mail No-Risk Coupon

LIPENWALD, Dept. LL-9  
743 Main Street  
Stamford, Conn. 06904

Rush me the sensational "Live Longer Now", The 2100 Program developed by the Longevity Foundation of America. I understand that if I am not delighted, I may return it within 30 days and you will refund the full purchase price. I enclose \$6.95 Plus postage for each copy ordered.  
How Many? \_\_\_\_\_

Amount enclosed \$ \_\_\_\_\_

Check or money order, no COD's please. Please include 25¢ to partially cover postage and handling.

Name \_\_\_\_\_

Street \_\_\_\_\_

Apt. \_\_\_\_\_

City \_\_\_\_\_ STATE \_\_\_\_\_ Zip \_\_\_\_\_

(add sales tax)



A. This simple stroking motion with your fingers could diminish ugly forehead lines, the very first time you use it.

B. How to gently freeze ugly lines out of your mouth and lip line—shown in Lesson Three.

C. A smoother neck and chin line—with nothing more than your own five fingers!

D. Sagging mouth corners? Try this 10-second lifter-upper, and get the thrill of your life the very first time!

E. Young-looking eyes start at your forehead! (Only one woman out of a hundred knows this.) Prove it yourself, in Lesson Four!

# How To Stroke Wrinkles Right Out Of Your Face!

## NOTED PHYSICIANS AGREE!

"I believe it is probable that you will look noticeably younger within weeks, and that the visible ageing of your face will be retarded to a significant degree. In my opinion, this new system merits the serious attention of any woman, or man, who is interested in retaining a youthful appearance." —Matthew Warpick, M.D.

"Her procedures are safe, sensible and effective for firming the facial tissues, improving circulation which makes for a healthy skin and youthful glow."

"Her method on touch should be heeded and can do much to help the reader prevent a loosened skin, wrinkles, pouches, jowls and other signs of ageing. It is a new approach, but vastly superior to the usual methods." —Gregory Pollack, M.D. (Noted Plastic Surgeon)

### Here's why...

Here is the background of a monumental discovery that may do for your face—as it has for hundreds of other men and women—what the most expensive cosmetics in the world have utterly been unable to accomplish.

All you need are your own two hands—a mirror—and the book we send you to read from cover to cover, without your risking a penny.

When the book arrives, turn immediately to page 123 and read two pages—nothing more. Here you will learn how a pair of wrinkled white gloves lead to one of the most amazing discoveries ever made about the skin of the human face.

This discovery was quite simple—but to our knowledge it has never been used before. It started as a way of stroking out every wrinkle in that pair of white gloves—till they were as smooth and perfect as the day they were first made. Then, it came into full bloom with a sudden realization that the skin of the human face is like the skin of any other animal...and therefore, if you could stroke wrinkles out of leather gloves, you could stroke them just as inevitably out of the human face!

### First Tested On Her Own Face (And Ten Years Seemed To Vanish In A Single Month). And Then Proven Again And Again On Hundreds Of Private Students, By The Lines That Vanished In Their Very First Hour.

Once you have read these two brief pages, you will understand the theory behind this remarkable new method of facial rejuvenation. But this is only the first step. Now you go beyond theory—in that very first session alone with this book—and you prove, ON YOUR OWN SKIN AS REFLECTED IN YOUR OWN MIRROR, that you can diminish, or even erase, certain lines on your face, USING NOTHING MORE THAN YOUR OWN TEN FINGERS.

This is the reason why we offer this book to you without your sending us a single penny in advance—because we know that you would not part with this book, for any amount of money, once you see what it can do for your face in that first half hour alone!

This is the reason why we offer this book to you without your sending us a single penny in advance—because we know that you would not part with this book, for any amount of money, once you see what it can do for your face in that first half hour alone!

What you are going to do is this: You are now going to turn to page 59, and study three simple movements with your hands as they begin to treat your forehead. You should learn all three of them in about a minute each. Then you are going to put down the book—you are going

to look in your mirror—and you are going to count the wrinkles and lines that have turned your forehead "old" for years.

Then you are going to apply the first movement for three minutes. You are going to stop, check the second movement with the book—and use it for an additional three minutes on your forehead. Then you are going to use the third finger-motion for slightly longer. And then you are going to stop...you are going to bend forward to look into that mirror again...and the realization is going to pour through your body that a whole new world of beauty has suddenly been built into your own two hands!

### This Is Our Guarantee! At Least Some Forehead Lines MUST GO In That First Session Alone—Or This Book Never Costs You A Single Penny!

Let us repeat this fact again: Hundreds of men and women before you have already gone through this same transformation. (Except that they paid up to \$35 a session—and you will pay only a fraction of that price for the entire method.)

Once again: Hundreds of men and women have already seen lines vanish from their foreheads in this very first session. We believe that YOU MUST TOO—or send us the book back for every cent of your money back!

Or—after you have proved it on your own forehead, KEEP THE BOOK, STILL WITHOUT RISKING A PENNY—and go on to apply this incredible method to every square inch of your face, neck and body. Like this...

### The Final Objective—A New Smoothness, A New Tightness, In Every Area Of Your Skin!

As you now begin to explore this book more deeply, you will learn that certain problem areas demand certain ingenious solutions.

For example, those tiny pucker lines you see above your mouth are a symptom of weak underlying muscles—and you now strengthen them with an ingenious stroking motion of your fingers at the corners of that mouth.

Nothing makes a previously-beautiful face more ugly than the deep furrows that begin to engrave themselves between nose and mouth. These demand two separate methods of attack—one, a gentle stroking; the other, a gently lifting exercise.

(Both are so delicate that you may hardly feel them. But your mirror will show you the difference in a week or two.)

Eye bags and crow's feet have been the despair of men and women for generations. Neither can ever be completely removed, except by a plastic surgeon. But short, light strokes—done as shown on page 53—

### ABOUT JESSICA KRANE

Jessica Krane's revolutionary FACE-O-METRICS Course is the uniquely exciting facial smoothing plan you've heard about—the 5-minute-a-day technique for firming face and neck, reducing and retarding facial lines. Now, for the first time, the complete course (which sells in Miss Krane's private salon for as much as \$35 a lesson), is yours in a single book for a fraction of that price.

Jessica Krane, originator of Face-O-Metrics, is the author of two nationwide best-sellers describing her system. You may have seen her on the Johnny Carson Show...Mike Douglas...and other national television shows. Her method has been described as "amazingly effective" by leading newspapers and magazines in this country and abroad (where it is even more widely used).

can come electrically close.

And—for those sagging, drooping contours throughout the entire face—a more drastic breakthrough is needed. Miss Krane calls it "the poor woman's face lift". It is a simple method of *freezing the face*—to tighten the skin, firm the muscles, even reduce the size of pores.

### Prove It Yourself Without Risking A Penny!

And much more. An "instant mouth lift" for drooping corners. How to lose a complete dress size without losing a pound. An instant way to make your breasts appear far firmer and larger. A simple sound, deep in your throat, that does more to reduce neck lines than any exercise you have ever used.

And much more. All yours to prove without risking a penny in Jessica Krane's remarkable new book, HOW TO USE YOUR HANDS TO SAVE YOUR FACE. Its cost is only \$5.98 complete.

This is less than you would spend on a single treatment in a beauty parlor. Right now, go back to the statements by the two doctors at the top of this advertisement. Read them once again, and then ask yourself: "Is it worth a half hour of my time, and no risk, to try this new method on my own face tomorrow?"

If your answer is Yes, send in the No-Risk Coupon—today.

### MAIL NO RISK COUPON TODAY!

INFORMATION, INCORPORATED Dept. NY-3  
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me a copy of *Jessica Krane's How To Use Your Hands To Save Your Face*. I understand the book is mine for only \$5.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is my payment.

Please charge my credit card:

Signature \_\_\_\_\_  
 American Express     Bank Americard  
 Diners Club     Master Charge Bank and No.

Account No. \_\_\_\_\_

Name \_\_\_\_\_  
 (PLEASE PRINT)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

© Information Incorporated, 1970

# Finally Released In This Country! SWEDEN'S MIRACLE FORMULA THAT MAKES SKIN LOOK YOUNG AGAIN

Clinical tests by leading medical authorities prove that new Swedish formula with natural food ingredients helps solve the problem of lines, wrinkles, and flabby, dry skin—ACTUALLY MAKES YOUR SKIN LOOK UP TO 15 YEARS YOUNGER!

Before you read another word of this exciting news release—let us set the record straight on some startling medical facts just recently published. Briefly stated it reads like this: Thanks to new scientific breakthroughs, medical science now considers a woman of 60 to be just approaching middle age!—a woman of 45 to be just reaching her prime years of youthful beauty—and a woman of 30 to be a more "newlywed" when it comes to the appearance of her skin! I know that at first glance this may sound overly optimistic on the part of medical science . . . but not when you realize that medical science has at last tracked down the 2 factors in nature that cause your skin to age—has found a new way to cope with them—and a new way to help reverse this aging appearance in just a matter of days!

(New York, N.Y.); At a dramatic news conference today, it was revealed to America how a leading European specialist has finally discovered how to restore youthful beauty to aging skin. The secret is a totally new approach to the problems of aging skin—a new Swedish discovery... a chemical food formula that has been used in university tests, hospital tests and laboratory tests to actually make your skin look younger... up to 15 years younger. IN JUST 10 TO 30 DAYS.

Then right before the eyes of the assembled reporters and beauty editors, it was revealed how this world-famous research scientist made a 39 year old woman look 14 years younger with simple 5-minute treatments.

## "IT WAS LIKE WATCHING A WOMAN GROW A FRESH, NEW SKIN"

After filling in the reporters on the background of the test-subject (39 year old Mrs. H. Dorland), we were told of the varied skin problems this 39 year old woman had suffered from . . . skin problems typical of women 30 to 65. Problems like stubborn wrinkles in the forehead . . . unattractive crow's feet about the eyes . . . deep, furrowing lines extending from nose to mouth . . . sagging, flabby skin under the chin . . . and dry, aging skin. Then, with a series of clinical photographs he demonstrated this remarkable new discovery.

AT LONG LAST...  
SCIENCE  
FINALLY SOLVES  
ALL 7 OF THESE  
AGE-REVEALING  
PROBLEMS



1. Lines on the forehead
2. Lines at the corner of the eyes
3. Lines under the eyes
4. Lines around the nose
5. Lines nose to mouth
6. Lines around the mouth
7. Lines on neck, under chin

First, he disclosed how he took a soft whitish mixture from a jar and began lightly spreading it over Mrs. Dorland's face. Softly patting it on—never rubbing it in . . . never massaging. Then he described how the white mixture began to slowly disappear as it penetrated deep down into the woman's skin. Then he showed us actual slides made during the test.

First, we saw proof of how those stubborn wrinkles started to fade away . . . until that 39-year-old forehead seemed almost clear and unlined as a baby's. Next, the score of unattractive crow's feet appeared to melt away before our very eyes. Then, the deep, ugly lines around the nose and mouth seemed to actually vanish in just 20 matter of hours . . . and her entire facial area was smoother, more even . . . softer to the touch . . . more flattering to the eye. And then to our utter amazement, the sagging, flabby skin under the chin . . . the loose, aging flesh at the neck seemed to grow tighter, firmer . . . until the chin and neck looked like those of a woman of 25. And finally, Mrs. Dorland's entire complexion began to glow with such a fresh, vibrant youthfulness that you could hardly believe it had ever been tired, dull and dry. Yes, this new scientific discovery had transformed the 39-year-old Mrs. Dorland into a lovely 25. (Before our very eyes we had seen living proof of how she actually looked 14 years younger!)

the youthful vibrancy to your skin. What if medical science demonstrated to you how with a thrilling new discovery compounded with natural food ingredients you could actually promote and encourage the appearance of fresh, new skin beauty . . . actually smooth away the coarse, rough surface tissues that for years have been masking the glow of your natural complexion . . . actually revitalize and replenish the beauty of your skin so that all those lines and signs of age begin to vanish in an incredibly short time.

Yes, in both clinical and laboratory tests . . . when this powerful chemical concentrate of this Swedish miracle formula was applied directly to the skin it went to work in an amazingly short time to help restore the vital vibrancy of dull, tired skin . . . restore fresh, youthful beauty . . . and help end that dull, aged appearance of lines, wrinkles and crow's feet ONCE AND FOR ALL!

## NOW LOOK UP TO 15 YEARS YOUNGER WITH SPECIALISTS' 5-MINUTE TREATMENT

The name of this newly-discovered chemical food concentrate is NUTRIVENA B25 . . . and never before has medical science been able to even approach the miracle results this great new discovery delivers. Yes, whether you are only a woman of 30 who is just starting to disclose the first faint



ravages of time . . . or even a grandmother who never believed you could look young again . . . here is the miracle that modern science now offers you.

If you are in your thirties you will see all those aging effects of lines, wrinkles and crow's feet start to disappear ALMOST IMMEDIATELY. If you are in your forties . . . you will see that dry, sagging skin under the chin and neck start to appear smoother, fresher, tighter and tauter in a matter of days. And even if you are 55, or 60 or even 65 years old . . . you will see the horrid aging effects of harsh, ugly lines at the nose and mouth begin to melt away . . . NOT IN MONTHS—BUT IN JUST 2 TO 3 WEEKS . . . and you'll be astonished to have people think you are actually 15 to 20 years younger.

If you would like to try NUTRIVENA B25 on a complete free-trial basis . . . to see for yourself, how it can help you recapture up to 15 years of your youth here is all you need do:

## HOW TO TRY THIS BRILLIANT NEW DISCOVERY ON A FREE-TRIAL BASIS—WITHOUT RISKING A SINGLE PENNY

Simply fill out the enclosed reservation priority coupon. Then either send \$5.00 or pay postman \$5.00 plus C.O.D. postage on arrival. This money is returned to you, if desired, at the end of the 30-day trial period. But we ask you for it initially as evidence of your good faith.

When your NUTRIVENA B25 arrives simply apply as directed to your face and neck. Make sure you don't miss a single spot . . . a single line or wrinkle . . . or other complexion problems that may have been robbing you of your own God-given natural beauty. And here is that/miracle that must happen:

In just days you'll start to see stubborn forehead wrinkles start to fade away . . . crow's feet begin to vanish . . . deep, ugly nose and mouth lines become softer and smoother . . . loose sagging flesh under the chin and neck suddenly take on a new, youthful, firmer appearance. Yes, you'll see new youth restored to aging skin . . . new beauty in as little as 15 to 30 days . . . to your entire face. And remember if you are dissatisfied in any way, you get your full money back any time during the 30-day trial period.

Simply send us the cap from the NUTRIVENA B25 jar requesting your \$5.00 back and it will be immediately refunded. You keep the NUTRIVENA B25 as our gift . . . so you are not buying . . . only trying . . . and it doesn't have to cost you a penny. Could anything be fairer?

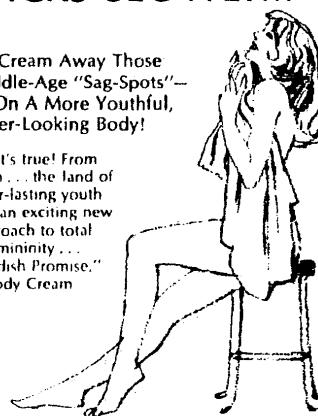
But supplies are severely limited . . . this offer cannot possibly be repeated . . . SO ACT NOW!

SEE NO-RISK TRIAL COUPON AT RIGHT

## EXCITING NEWS! FROM THE LAND WHERE TIME TICKS SLOWLY...

Now! Cream Away Those Tired, Middle-Age "Sag-Spots"—Cream On More Youthful, Firmer-Looking Body!

Yes, it's true! From Sweden . . . the land of longer-lasting youth comes an exciting new approach to total femininity . . . "Swedish Promise" Body Cream



### For The Skin He'll Love To Touch—The Body He'll Love To Care For

Not a bath oil or bathing lotion that merely glistens your body with a momentary perfumed softness . . . but an active, living-tissue penetrant, called "Stimucell," that re-awakens the dormant cells of youth in your body . . . imparts a new-found softness and firmness to your skin . . . transforms frowsy, tired-looking soft spots into firm-looking, graceful curves. You accent your most flattering body features for that more sensuous look of youth . . . literally gives a complete uplift to your total appearance.

### Works on the 7 Most Vital Parts Of A Woman's Body, Like Nothing You've Ever Tried Before.

The instant you cream on Swedish Promise here is the magic that happens. First you feel a refreshing tingle . . . sort of a tightening and toning action on the surface of your skin. Now, the feeling goes deeper . . . your body exhilarates to the penetrating action of the miracle ingredient "Stimucell"—as if someone had actually found a way to put a massage in a bottle. Yes, you feel the youth, the vibrancy, the passion for beauty once again flowing back into those areas that time and nature have somewhat neglected.

Now a week or so has passed . . . and you have faithfully followed this Scandinavian beauty regimen. You step out of your bath and pose before your mirror . . . and your eyes are transfigured by the magic that has occurred. Your pulse quickens, your heartbeat skips a jump from the exciting, almost girlish feeling. But it won't be the look in your mirror . . . but the look in his eyes, and the feel of his touch that will be the most glowing compliment on your "brand new body".

### Hailed Throughout Europe As A Modern-Day "Fountain Of Youth" . . . It Is Just This Very Month Being Released In America!

Throughout the centuries the world has always considered Sweden the land of beautiful women. Yet, Swedish women have a totally different concept on the meaning of beauty. As they say in this golden land of the North . . . "cosmetics and such can only make a woman look beautiful . . . but it takes a man to make her feel beautiful." And this is exactly what

"Swedish Promise" offers you. Not merely a more youthful, firmer-appearing body . . . but that intangible suppleness of youth that only his gentle caress can translate into a meaningful message of admiration. So why imprison your body, your life in the ever-lengthening shadows of age . . . when you can now so easily glorify yourself and step back into the eternal sunburst of youth with this truly wondrous new discovery from Scandinavia . . . "Swedish Promise" Body Cream.

### Special Introductory Offer Saves You Up To 40%:

4 oz. size ..... only \$5.00 (regularly \$6.95)

1 oz. size ..... only \$4.95 (regularly \$12.00)

### MAIL NO-RISK COUPON TODAY . . .

Nuveene Int'l Ltd., Dept. FW-15  
234 Fifth Avenue, New York, N.Y. 10001

Please send me on the no-risk trial basis described above the Swedish beauty items checked below, for which I enclose cash, check or money order. I understand that if at the end of 30 days I am not delighted in every way I will receive a full purchase price refund . . . and the Nutrivena B25 or "Swedish Promise" body cream is mine to keep absolutely free.

#### CHECK OFFERS DESIRED

- One regular jar of Nutrivena B25 ..... only \$5.00  
 Two regular size jars of Nutrivena B25, a regular \$10.00 value only \$8.95  
 One regular size (4 Oz.) of Swedish Promise Body Cream (regularly \$6.95) .. only \$4.95  
 Large double-size (8 Oz.) of Swedish Promise Body Cream (regularly \$12.00) .. only \$8.95

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_ zip \_\_\_\_\_

C.O.D. ORDERS ACCEPTED, however on all C.O.D. orders a minimum deposit of \$3.00 is required. Also, due to recent increases in C.O.D. postal rates we are forced to oblige you to pay all C.O.D. postage and shipping charges.

# Doctors Claim New Miracle Drug Reverses Aging Process—Can Prolong Healthy Life Up To 120-150 Years Of Age.

**No harmful side effects...safer than aspirin.**

News is now sweeping the U.S. about a miracle drug—called H3—which doctors report...

- can dramatically reverse the aging process, prolonging life to 120, 130, even 150 years of age and beyond...
- can alleviate and in many cases even reverse more than 140 serious diseases...
- is not habit forming and induces no harmful side effects...
- is so safe, it's been made available without prescription in over 80 countries...
- is quite inexpensive.

"There is no reason why men and women should not now live to be 150 years old in full vigor," says drug discoverer, Dr. Anna Aslan. "I discovered that H3 has regenerative effects on cells and actually works to prolong the vitality, youth and life of the cell... (It will) impart renewed vitality to old men and women and restore them to a more youthful condition."

Medical doctors and researchers around the world report that users enjoy keener eyesight... sharper memory... more youthful complexion... renewed vitality... falling hair grown back... gray hair turned dark again... and more zest for life.

**Astounding results—scientifically proved.**

Doctors report that H3 works on the cellular level to revitalize aging organs. After numerous studies on animals and humans, conducted under strict scientific testing procedures including "double blind" test groups, doctors report astonishing results such as these...

Professor Fritz Eichholz, one of Europe's foremost pharmacologists at the University of Heidelberg, states H3 is, "a medical substance which seems destined to be the kind of cure-all so many practitioners dream about."

Dr. Walter Huneke of Stuttgart, Germany, who has used H3 for more than 30 years reports:

"I was struck by these rejuvenating effects... the restoration of youthful and fresh appearance, better posture, improvement in skin, sight and hearing, no more falling-out of hair, increase in cerebral functions, such as thinking capacity, memory, sleep, mood, efficiency and elasticity, the increase of sexual and other hormonal functions, also an improvement in heart and circulatory disturbances,

blood pressure, arthritic complaints and numerous other manifestations of old age, some of them measurable through the electrocardiograph, blood pressure or metabolism measurements."

**"This could revolutionize mankind."**

Professor K.M. Bykov, former head of the famous Pavlov Institute in Leningrad, writes, "This could revolutionize mankind. I believe that Professor Aslan and her assistants have found a valid method of... prolonging the normal functions of the cellular system of the human body... (and) vitalizing aging organs."

Dr. P. Braunsteiner, of Rheine, Westphalia, Germany who tested H3 on his patients over 70 years old, reports, "All patients feel more vigorous, mentally as well as physically, their memory is improved and the general interest in their surroundings has increased..."

**"Results were brilliant... dramatic... wonderful."**

Dr. M.G. Good of the Charterhouse Rheumatism Clinic in London has championed the use of H3 for treatment of rheumatism and arthritis. He reports, "The results would be hard to match or surpass by other methods of therapy." In a lecture before the Congress of Internal Medicine in Paris, Dr. Good stated, "The therapeutic results were brilliant, often dramatic and wonderful. A permanent cure can be forecast with great probability... In clinical medicine there are few therapeutic measures which allow more impressive and dramatic successes: a patient, for instance, who is suffering from an acute attack of lumbago... and complains about unbearable pains, can be freed from his complaints, as with a wand, within a few minutes."

And these are just a few of the scores of astonishing results being reported on H3.

**"The elixir for a youthful life."**

But perhaps even more compelling is the actual testimony of people who use H3...

One 61 year old user told one of America's largest newspapers, "I'm in my prime of life. I have no wrinkles. I'm spry. I'm in perfect health due to H3!"

Another 70 year old male said, "I'm not showing the normal signs of old age like balding. H3 is the elixir for a youthful life."

A spry, still beautiful, world-famous movie actress now well into her eighties, delightedly told millions of viewers on CBS-TV News that she has been using H3 for years!

Actually there are thousands of enthusiastic users in this country... famous actors and actresses, jet-setters, society people, and millions of others throughout the civilized world.

**No ill side effects reported in 20 years of use.**

Though H3 is new to America, it has

been in use in over 80 countries for over 20 years by millions of people and administered by hundreds of medical doctors. Yet not a single untoward side effect has been reported!

Taken orally, it's not habit forming and the body does not build up a tolerance for it. So you don't have to take larger and larger quantities to gain its remarkable revitalizing effects.

It's so safe that England's conservative Dunlop Committee on Drug Safety, in certain respects the counterpart of our FDA, endorsed its merits and cleared it for general, over-the-counter distribution in 1966.

Indeed, it's sold over the counter in almost all 80 countries where it's available... is inexpensive... and is produced by dozens of pharmaceutical companies under various brand names.

**How to find out more about H3—and where to get it.**

A new book has been published that tells the whole story of H3. It's called, "*H3 in the Battle Against Old Age*." It is written by one of the great medical reporters, Mr. Henry Marx, a user of H3 for 20 years who is a vigorous, active, youthful-looking man you would never believe is 66 years old!

The book tells you the whole exciting story of H3. It reveals what H3 is, what it does, and how it works to revitalize organs and reverse the aging process. It gives all the pertinent research and scientific facts you may want to show your doctor.

The book is easy to read, easy to understand and full of revealing medical facts and vital information you and your doctor should have. It includes a number of astounding case histories and before-and-after photographs that will convince you of this amazing drug's effectiveness.

**Read about "miracles" like these...**

Indeed the case histories in this book read like miracles... old men and women become vital and alert again... symptoms of crippling disease vanish, often hair becomes dark again, stops falling or even grows back. Skin becomes less wrinkled, fresher, and healthier looking. Here are a few brief examples...

- An elderly, almost non-functioning man resumes normal life (page 173).
- A crippled arthritic walks without crutches (page 191).
- A 63 year old throws off symptoms of Parkinsonism (page 60, 182).

- A 112 year old becomes alert, interested, vital again (page 177).
- A serious emphysema-asthma case experiences lasting relief (page 193).

- Brown age spots disappear, skin regains elasticity, looks younger (page 188).
- Falling memory is greatly improved (page 169).

- Eyesight, hearing become sharper (page 52).
- Extremely bad psoriasis is cured (page 174).

- Sex drive is restored (page 52, 57).
- A bald person regains full head of hair (photographs, pages 82, 83).

- 2/3rds of ulcer patients show remarkable cures (page 139).
- and much more.

**"H3 IN THE BATTLE AGAINST OLD AGE"** may be of tremendous importance to you or a loved one, for it can show you the way to roll back years, enjoy more youthful zest for life, alleviate or even eliminate pain and disease all over the body, and prevent or clear up dozens

As shown on CBS news,  
this dramatic before-and-after comparison...



This is Professor S.P. at the age of 92, before taking H3.



This is Professor S.P. 3 years later.

of symptoms of advanced age.

**"H3 IN THE BATTLE AGAINST OLD AGE"** is now available on a 30-day, no risk trial basis from its publisher. It is not available in bookstores. You may send for your copy by returning the coupon. If you are not convinced that this is one of the most important, most meaningful books you have ever read, a book that can show you or a loved one how to revitalize your organs and reverse the aging process, return it at once and the publisher will promptly issue a complete refund, no questions asked.

**— MAIL NO RISK COUPON TODAY! —**

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Gentlemen, Please send me a copy of "*H3 in the Battle Against Old Age*," by Henry Marx. I enclose \$10.95 in full payment. I understand that I may examine this book for a full 30 days entirely at your risk. If I am not 100% satisfied with it, I will return it for a complete, prompt refund.

Check here if you wish your order sent C.O.D. Enclose only \$1 goodwill deposit now. Pay postman balance, plus C.O.D. charges. Same moneyback guarantee.

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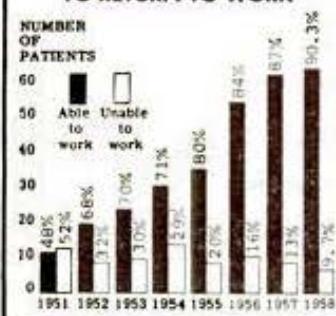
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**H3 TREATMENT ALLOWS OLDER PEOPLE TO RETURN TO WORK**



THIS CHART shows the dramatic improvement in the percentage of patients able to do some work as the H3 treatment program has been continued and expanded.

PROGRESS BOOKS, LTD., • 3200 Lawson Blvd., Oceanside, N.Y. 11572

# IS IT WORTH \$2 TO YOU TO BANISH UGLY CELLULITE FOREVER?

Yes, for only \$2 you can get the full low-down on A SPECIAL NEW WAY to rid yourself of ugly, figure-distorting cellulite—once and for all...THE SAME INCREDIBLE BREAK-THROUGH INFORMATION THAT THOUSANDS OF WOMEN HAVE BEEN EAGERLY PAYING MUCH MORE FOR!

And, now it's all yours in one fact-packed little pamphlet, small enough to carry in your handbag, but big enough to now make it easy for you to help:

*Banish, forever, those orange-peel thighs! Say "Goodbye" to cottage cheese knees and upper arms!*

*Bid "Farewell" to those saddlebag hips and buttocks that have been making you burn with shame every time you have to be seen in sports clothes, or a bathing suit, or even walk around in front of your husband or lover!*

## Because Now—For The First Time In Condensed Form—Here Is A PROVEN Way To Break Down Ugly Cellulite Fat And Speed It Right Out Of Your Body!

What exactly is cellulite? It's that doughy, flabby mass of flesh that afflicts almost 90% of the women in the world, distorting the feminine curves of ladies from 15 to 90. And the sad truth about cellulite is that most women don't even know that cellulite is completely different from ordinary fat! And, because they just don't know the facts about cellulite, they have classified themselves as hopeless "fatties."

So they just keep trying to lose cellulite the ordinary way. They experiment with every new fad diet that comes on the market—the water diet, the grapefruit diet, the drinking man's diet, the low-carbohydrate diet, the high-protein diet, and who-knows-how-many-more. They starve themselves, get pummeled and kneaded at health spas, pay countless visits (and countless dollars) to "fat" doctors, eagerly join in the "group therapy" at their local diet club.

And, although they sometimes lose pounds, and inches, they still have lumpy, bumpy, rippled fat clinging to their thighs, buttocks, hips, upper arms, stomachs, to the insides of their knees, and, in some cases, even to their backs!

No wonder these women have become disengaged! They try their very best—and yet they still recoil with disgust at the sight of their naked body in a mirror!

## But, Now, From The Women Of Europe Comes New Hope In The Form Of A Tried And Proven Cure For This Heartbreaking Problem!

Yes, recently uncovered facts now confirm that these women are not "just fat!" They are the unwitting victims of the Cellulite Scourge! And cellulite is not ordinary fat. It's lumpy, bubbly globules of toxic material which has become trapped in small pockets just underneath the surface of what used to be flawlessly smooth skin. It's really a gel-like substance containing fat, water, and poisonous waste material, which attaches itself to the vulnerable connective muscle tissue and just can't be budged by any ordinary diet!

If you've taken the simple Cellulite Detection Test shown above, and you're now sure that you're one of the thousands afflicted with this figure-distorting mess, this is what you must do:

Right now, clip out the coupon and mail it

with \$2. When your copy of *Say Goodbye to Cellulite* arrives, you will have all the information you will need to break down this hardened toxin-packed ugly fat, and speed it on its way right out of your body. Literally push it out in a completely "natural" way, without the crutch of diuretics or synthetically-produced chemicals that might further unbalance your delicate eliminatory system!

## Yes, You CAN Win The Cellulite War Quickly And Easily, Right In Your Own Home, By Using These THREE SPECIAL CELLULITE CHASERS!

Once again, let me state that you will not have to spend one cent over the purchase price of \$2. You won't have to buy dangerous appetite depressant drugs, special exercise apparatus, or expensive diet foods. You won't have to attend "pep" rallies to keep from falling off the diet-wagon, visit doctors, or even buy any high-priced "special" cuts of meat. All you need to know about cellulite is contained right here—condensed into these three all-important methods of self-treatment:

First, how to break down the hardened masses of fat that have been making your curves into lumps with unique *Anti-Cellulite Self-Massage Treatments*. (You'll also discover how to detect any incipient cellulite formations long before they become hardened and "marbleized" into fat!)

Second, the wonderfully simple and satisfying *Anti-Cellulite Food Program*. Once again, you will have to buy no special foods, prepare no special dishes, cope with no agonizing hunger pangs. You simply pick your meal from the complete listing of perfectly "normal" and delicious foods (including between-meal snacks) that you can reward yourself with, day after day—all the while knowing that they are actually helping your body to "wash" cellulite poisons right out of your system!

And third, you will be shown a few simple *Anti-Cellulite Relaxers*—a new type of condensed, effortless exercise, that will also bring a youthful glow to your complexion, increase your circulation, and promote an over-all general feeling of health and strength that you may have never experienced before in your lifetime!

## Yes, Within Weeks After Beginning This Cellulite Elimination Program, Your Body Will Take On A New Shape! Bumps And Bulges Will Seem To Smooth Out, And Your Skin Will Be Softer And More Supple Than Ever Before!

You will actually feel more vibrant and alive than ever before because this special three-step Cellulite Elimination Program has a dual effect: Not only does it help give you the slim figure you've always wanted, free of ugly and distorting lumps and bulges; but it also acts as a natural



## DO YOU HAVE CELLULITE? Here's How To Tell. Just Take This Simple Test . . .

You can tell the difference between cellulite fat and ordinary fat in two ways:

First, examine the surface of your skin under a strong lamp. If little shadows appear on the surface of what should be smooth skin, you've got it!

OR

Press or squeeze the suspect flesh between your thumb and index finger. If it's cellulite, the skin will ripple and look like an orange peel. (In the more advanced stages, the ripples are all too noticeable without applying any pressure at all!)

booster, to accelerate the functioning of your body's normal elimination system so that harmful toxins are continually flushed out of your body!

But that's not all! For once you regularly practice this simple anti-cellulite routine, you will actually help:

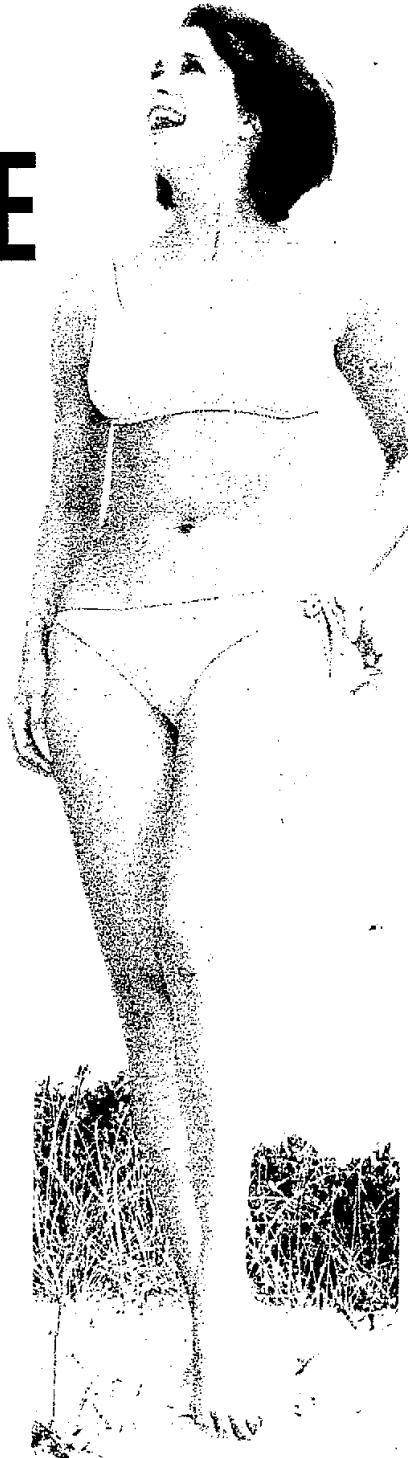
Revitalize weary, neglected and abused muscle tissue by throwing off the wastes that are now weakening it!

Practice the one simple trick that will prevent you from diluting your stomach's natural digestive juices, thus, unwittingly, slowing down normal digestion.

Stop relying on drugs to bolster your lagging self-control, and discover how to use nature's own appetite depressant to keep you from overindulging in foods that are harmful to your cellulite battle.

Discover how to identify and avoid the "food combinations" that actually impede your progress in eliminating cellulite.

All this valuable information is now yours. Yours for the unbelievable low price of \$2! Once again, let us point out that this is the very same information that is being snapped up by women all over the country for much more! Return the coupon and begin to look forward to a cellulite-free future.



MAIL NO RISK COUPON TODAY  
IMPROVEMENT BOOKS CO., Dept. 6231  
13490 N.W. 45th Ave., Opa Locka, Fla. 33059

Gentlemen: Please rush me a copy of *SAY GOODBYE TO CELLULITE*, #80119, by Anna Eugene! I understand that the booklet is mine for only \$2.00 complete. I may examine it for a full 30 days entirely at your risk or return it for a full refund.

Enclosed is a check or M.O. for \$ \_\_\_\_\_

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# Why Models Stay Young Till Sixty!



This is an unretouched photo of 39-year-old Oleda Baker, author of this eye-opening new guide. Would you believe her age? Learn her youth-secrets, and those of other top models, entirely at our risk. Read the details on this page.

Revealed at last! By the world's most beautiful women—who make their living by being, and staying, young! What they *really* do to:

—add *not a single pound* to their figures, even though they add five, ten, twenty or thirty candles to their birthday cakes!  
—rinse so much shine into their hair that it has to be powdered down so it doesn't glare into the TV cameras!  
—smooth out ugly veins from their hands and feet, in exactly the same way that they smooth out ugly lines from their necks and faces!  
—leave their double-chin in bed when they get up in the morning, because they know the right way to simply "sleep it away!"  
—pearlize their skin, so you would never dream that they too suffered from blackheads, enlarged pores or acne!

## These Beauty Secrets—And Dozens More Just Like Them—Earn These Women Up To \$100 An Hour! Now They Are YOURS For Only A Few Pennies Apiece!

What we are offering you, in fact, is the world's first "inside" manual on how ordinary women (with perhaps a slightly better face and a slightly better figure than yours) *are transformed into stunning beauties!* With pounds carved painlessly off their figures! Years smoothed effortlessly off their faces! Every good feature perfected, and every bad feature either corrected or disguised!

And then—when the absolute exquisite face-figure has been created out of the raw girl who first came into the studio—this dazzling physical beauty is then "frozen" against time and weight-gain-of-even-an-ounce for ten... twenty... even *forever!*

For great models are not born; they are made! (On page 10 of this eye-opening volume, you are taken behind-the-scenes in the most glamorous "sorority" in the world, and you are shown that there is scarcely a model alive who did not need to have ten or twenty pounds whisked off her figure, and a major transformation made on her face, before a top model agency offered her a contract.)

But these women made themselves slim, and made themselves radiant for more cleverly and easily than you have ever dreamed. Let us prove that to you right now:

## Take Slimming, For Example! How Would You Like To Eat What You Want, When You Want It—And Still Get And Stay Slim Forever!

Let us just quote one of the models whose "forever-young, forever-slim" secrets are revealed here! She says, quite frankly, "I positively adore food. And I never, but never, starve myself. Yet I weigh the same today as when I started modeling more than ten years ago." (Italics ours.)

Why? Because she uses the "Self-Maintaining Diet!" The diet that's fun, that's the happiest of adventures! That actually tames, overnight, those sudden wild urges that destroy your figure! That re-eduates your taste buds and your metabolism, so that you find yourself able to eat what you want, when you want it, without gaining so much as an ounce—and (at least at the beginning) losing as much as a pound a day!

Using this diet strategy, food becomes an ally rather than an enemy! It fills you up, but never out! Using this strategy, one model went from 140 pounds to 123 pounds—without a single mouth—and she still ate what she pleased on week-ends!

Using this strategy, every other model (with the exception of one or two) who faithfully followed it for ten days lost ten big pounds—to start! Another (a perfusionist) went from 133 to 97 pounds! Another, who was bottom-heavy, not only shed ugly pounds all over her body—but exorcized the flat right off her buttocks so perfectly that she now does bathing suit ads!

## And This "Frozen Slenderness" Is Only The Beginning Of The Stunning New Beauty These Top Models Can Give You! Without Your Risking A Penny!

For example:

Of all women, a successful model must always be a healthy, sexually vibrant, powerhouse of energy! She must be able to "turn on the dazzle" at a moment's notice—despite the fact that she has been dashing all over the city, toting pounds of clothes, a make-up kit, and often a wig box! Here are the "glamour vitamins" that turn on such amazing stores of

physical vitality—ready to go to work for you within seconds after you read page 42!

Nor can an \$80-an-hour model afford the slightest trace of dandruff! After trying all the expensive treatments and preparations, here's how they simply rinse the ugly flakes away, *at home, in seconds—for pennies!* (Page 63.)

And do you know that weak eyes, aging eyes, dull eyes can cost a model her career! These top models believe that far too many women take to spectacles simply because of lazy eyes, just as most women take to girdles because of lazy body muscles! And if you want to escape the "eyeglass-prison"—perhaps far faster than you've ever dreamed—check page 68 the moment you get this book!

And how about strong, sexy teeth? Did you ever hear, for example, of the new "standins" that can be applied to your teeth in seconds, to shield them from harmful bacteria? (See page 73.)

**SPECIAL BONUS SECTION:** Tips from top hand models that may solve your rough, red problem forever! They say bluntly that there is simply no excuse any longer for hands that are anything else but silken smooth—and nails that are as strong as steel! One glance at the "magic" hand exercises on page 81 may convince you, for good!

PLUS, of course, the same "million-dollar know-how" for your feet as well! Including a natural-fruit way to keep your skin especially white and fine-pored! And a simple little action that builds a natural-shield against calluses right into them!

## These Models Say Old-Fashioned Huff-And-Puff Exercises Are OUT! If You Want A 23-Inch Waist At Age Sixty—Do this Instead . . .

**Just MOVE** the way you're shown on pages 89 to 103 . . . and watch inches seem to evaporate into thin air—as though you could actually "smile" them away!

Here are special super-affective slimmers for the stomach, legs, hips, calves, derriere, arms, bosom—and especially that embarrassing "below-stomach bulge" that otherwise grows larger and larger! Also two startling "firmer-uppers" for neck lines and for bags under your eyes that you must try at once if you suffer from either one!

Incidentally, if you want to smooth out lip wrinkles, also check page 101 at once!

**And this is still just the beginning!** We just don't have room enough here to mention all the professional beauty secrets revealed at last in this eye-opening book! For example:

How to eliminate muddy, bumpy-looking complexion with *nothing but water* . . .

How to get rid of "early morning wrinkles and bags," in minutes . . .

How to build a voice as seductive as your new body—a complete mini-course . . .

How to achieve the illusion of a near-perfect face (for example, if you have a receding chin, how to "add" to it in seconds) . . .

How to blend your own shampoos, skin creams and facials, that cost almost nothing, but *far outperform* the expensive kind . . .

## And Much, Much More! But Read Them All— Prove Them All, From Cover To Cover— Without Risking A Penny!

This book is for people who want to get things done! You owe it to yourself to try it! We take all the risk! Why not send in the coupon—TODAY!

— MAIL NO RISK COUPON TODAY —

**IMPROVEMENT BOOKS CO., Dept. 6700  
13490 N.W. 45th Ave., Opa Locka, Fla. 33059**

Gentlemen: Please rush me a copy of **THE MODEL'S WAY TO BEAUTY, SLENDERNESS AND GLOWING HEALTH**, #280067, by Oleda Baker and Bill Gale! I enclose \$7.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for \$\_\_\_\_\_

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## ABOUT THE AUTHORS

**OLEDIA BAKER** (pictured at the left) is a well-known fashion model and cover-girl who also performs in television commercials. Between modeling assignments, she paints, designs jewelry and clothes, and takes care of her husband, her son, David, and their New York home.

**BILL GALE**, a former award-winning advertising copywriter, has written for many national magazines.

© I.B.C. Co., 1974

**"I just celebrated my 62nd birthday and most people take me for 42, thanks to you."**

**AT LAST!**

# Natural Face Lifting By Exercise!

# Lifting

Now, from Hollywood, California, comes what may be the most important beauty book of the decade: FACE LIFTING BY EXERCISE, written by Madame Senta Maria Rungé. This book reveals a proven, minutes-a-day method of facial muscle shortening — done in your own home with your own ten fingers — that has been called, "the only method in the world by which one can lift a face naturally!"

**For What Is Loose, Aging, Flabby Skin Really? According To Madam Rungé, It Is Merely STRETCHED-OUT MUSCLES, That The Years Have Caused To Lose Their Ability To Hold Themselves Tight And Firm!**

As Madame Rungé says, it is not the skin, but the firmness or looseness of the muscle flesh beneath that skin that really portrays a man's or woman's age.

In fact, as she points out, the collapse of the upper cheek muscles alone may cause more than 50 per cent of the aging appearance in the face. As she so vividly states:

"Between the ages of 21 and 40, for instance, the upper cheek muscles may have sagged as much as half an inch; and by the age of 60 by as much as one inch, which means that we have an inch too much hanging over the lower part of the face." This results in hollowness in the upper cheeks below the cheek bones, fullness and flabbiness in the lower cheeks, pouches from the mouth to the chin, folds above the laugh line, drooping mouth corners and jaws."

"In addition, the muscles of the upper eyelids may sag as much as half an inch or more between the ages of 20 and 60, causing eyebrows to shift down and upper eyelids to overlap lashes, making the eyes appear smaller. And those muscles attached to our throat skin may sag as much as two inches, resulting in what is termed a 'turkey neck.'"

**Thus, She Says, Since The Cause Of This Facial Aging Is Muscle Sagging, It Stands To Reason That To Remedy It, WE HAVE TO SHORTEN THE MUSCLE GROUP RESPONSIBLE!"**

"My method of isometric facial exercises remedies the cause of the aging process of the face by tightening these sagging muscles . . . thereby producing a firming where the face appears flabby, and a filling out by rebuilding atrophying muscle tissues. All in a natural and healthy way, thus providing a natural youthful face which may be retained throughout life."

"And the skin itself will always adapt to the size of its underlying foundation . . . The skin is merely a thin covering over the

## IF YOU READ NOTHING ELSE, Read This One Paragraph From This Book

"You cannot help but see yourself looking younger, since each correctly applied exercise in this book has the power to turn your clock back regardless of age. And, if you can afford to eliminate 20 years from your appearance, this book can teach you how to do this in 3 to 4 months."

flesh that has to return to the size of the muscle flesh when it is shortened through isometric exercise."

**And Says Madame Rungé: This NATURAL Way To Lift The Face Is Much More ENDURING Than Even The Finest Face Lift Through Plastic Surgery!**

"Surgery can never restore the tone to either skin or muscles . . . It should be understood that no plastic surgeon, and in fact nothing but exercises, can tighten up unelastic muscles."

"For example, even the result from peeling off the wrinkled surface skin lasts only temporarily, since the poor muscle condition beneath the skin very soon causes the same wrinkles to form."

"A woman whose career depended on public performances consulted me at the recommendation of her plastic surgeon, after he had performed surgical skin tightening on her neck eight times."

"The new tight skin (from plastic surgery) does hold the contour of the face somewhat up, consequently giving it a rejuvenated look. Unfortunately, however, the collapsed muscle structure beneath it soon pushes the new skin downward again, which makes it necessary to repeat the 'lift.'

**But Now These Temporary, Artificial Methods, Can Be Replaced By Simple, Natural Exercise, Says Madame Rungé, WITH RESULTS LIKE THESE:**

"Some people I knew were practicing grimaces, and foolishly believed they were exercising their facial muscles. But reason and logic tell us that grimacing merely misforms muscles into lines, furrows and ugly features."

"The actual application of every one of these exercises takes only about one minute. The process causes to tighten and to shorten specific muscles, by expanding them to their fullest natural limit. In this natural way, neither muscles nor skin can be overexpanded. In fact, the skin also benefits from the increased circulation."

Consequently, Madame Rungé states, "YOU MUST SEE INSTANT RESULTS FROM EVERY ISOMETRIC PERFORMANCE . . . because if you do not see results, it tells you that you have done something incorrectly." She repeated three times in succession. With this technique, models removed wrinkles from under the eyes, crow's feet, scowl and frown lines in just a few minutes right in front of the TV camera."

"Puffiness in the upper and lower eyelids containing fluid cannot be removed surgically. For its remedy refer to the eye exercise."

"A contour fault may be eliminated in a relatively short time. However, it usually takes from three to four months to restore sufficient tone to those muscles, to enable them to HOLD the acquired condition without having to exercise every day. (After that) perhaps two or three times a week will be sufficient."

"If my exercises are applied as instructed, the results are nothing short of amazing at any age. Most of my exercises if done correctly, produce instantaneous results, especially in areas where muscles are attached to the skin — as on the forehead, underneath



**CAN MADAME RUNGE TAKE UP TO 20 YEARS OFF THE APPEARANCE OF YOUR FACE...AS SHE HAS DONE FOR THOUSANDS OF OTHERS!**

Senta Maria Rungé first introduced her FACE LIFTING BY EXERCISE method through a four-and-a-half page, cover-line article in *Vogue Magazine*.

After the overwhelming success of this article, Madame Rungé conducted a daily half-hour television program, demonstrating to Southern Californians the amazing effectiveness of her natural method. On this live program, right before their very eyes, women all over California saw almost "unbelievable" transformations take place in the facial contours of her mature models — and were able to duplicate these transformations, at the same time, in their own homes.

Soon, the walls of her Hollywood salon were literally covered with testimonials she received from approximately 12,000 viewers who followed the simple, step-by-step instructions given them on their television screens.

And now, in her great book, she has released this exact same FACE LIFTING BY EXERCISE method to women all over America!

the eyes, and in the crow's feet area. But we also get marvelous results on parts where the muscles lie deeper, as in the cheeks and jowls, which produces an immediate lift."

**Prove Every Word Of It Yourself — At Our Risk!**

Try this revolutionary, proven method for one full month, entirely at our risk. If you don't see results that astound you — from the very first day...if you are not completely delighted, simply return the book for every cent of your money back!

— MAIL NO RISK COUPON TODAY! —

**IMPROVEMENT BOOKS CO., Dept. 12850  
13490 N.W. 45th Ave., Opa Locka, Fla. 33059**

Gentlemen: Please rush me a copy of FACE LIFTING BY EXERCISE #80186, by Senta Maria Rungé! I enclose \$5.98 in full payment. In addition, I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for \$\_\_\_\_\_  
**YOU MAY CHARGE MY:**  
 MASTER CHARGE    BANKAMERICARD

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## FROM A PLASTIC SURGEON:

As a practicing plastic surgeon for over thirty years, I have found that your work can play an important role in facial rehabilitation; and even the avoidance of excessive wrinkling and sagging.

The surgical face-lift is the only procedure that can remove the excess sagging skin in advanced cases; but even after the most complete lift, it is not long before the vertical folds on the neck and under the chin reappear.

The facial exercises as advocated by you offer promise to prevent this recurrence after the surgical lift, and possibly in many cases effect sufficient improvement that the lift could be postponed indefinitely.

—Harold M. Holden, M.D., F.I.C.S., Los Angeles, Calif.

**IMPROVEMENT BOOKS CO., Dept. 12850  
13490 N.W. 45th Ave., Opa Locka, Fla. 33059**

People say to me, "What happened to you? Truly I already look 10 years younger." —O. R., Big Bear, Calif.  
"My friends look at me and compliment me... I am 56 years old and like to take pride in my youthful appearance." —Mrs. T. K., Pacific Palisades, Calif.  
"I met a woman a month ago, who had the most beautiful face. She looked about 25 or 26. She told us she was 46 years old. She also told us about your method." —S. H., North Hollywood, Calif.

# This book says that The SPRINGTIME of A WOMAN'S LIFE SHOULD BEGIN AT 55

**That she should not reach middle age till she is seventy. And that she should not lose her ability to attract men until she is well past ninety—IF SHE WILL ONLY BECOME AWARE OF THESE FOUR GREAT NATURAL SOURCES OF PROLONGED YOUTH, COMPLETELY OVERLOOKED BY 99% OF AMERICAN WOMEN!**

For example:

## Are These Simple Postures The Key To Victory Over Time Itself?

1) An ingenious way to re-arrange the way you hold your face and neck, for a few incredibly-relaxing minutes every day, that virtually melts away years from the appearance of the skin of your entire upper body. (You'll learn why this simple posture works such breath-taking wonders in the paragraphs below.)

2) A new way to breathe—that purifies your system of the internal poisons that keep you constantly half-ill today, and that eat away your youth like acid.

3) A new way to achieve truly deep sleep—that recharges your body like a battery every night, and keeps accumulated exhaustion from turning you old.

4) And perhaps most important, and most startling of all, a new way to fight the never-relenting forces of gravity that cause the muscles of your face and body to sag deeper and deeper every day.

(This posture alone—this simple, 4,000-year-old "Effortless Exercise" that actually reverses the effect of gravity on your body, and causes it to firm up your muscles instead of collapse them—can give you a slimmer, younger body overnight, and for the next fifty years to come. You'll understand why when you read the paragraphs below.)

## Welcome To A Whole New World Of Youthfulness, Physical Magnetism, And Incredible New Feminine Appeal!

These, then, are the startling, almost-unbelievable promises this book makes to you. But you must realize that to gain these benefits, you must first discard every idea about your body that you have been taught since you were a child—and be prepared to look at "age" and "youth" and "health" and "beauty" through entirely new eyes.

In essence, what you are going to learn, in your very first reading of this fascinating book, is this:

Over 4,000 years ago, in the Far East, some of the wisest men and women who ever lived discovered that "old age" was nothing more than a disease—actually just another ill of the body, to be fought as any other ill.

To do this—to fight this "ageing-disease"—they developed a series of age-delaying techniques called Yoga.

Yoga means "Youth." Yoga techniques bring back youth, and prolong youth.

You can see living proof of these facts every day in India, China and Tibet. There Yoga believers have used these techniques to live to fantastic ages (close to 100 years), and still retain virtually the appearance of young women.

These women have achieved "Super-Femininity." At the ages of 60 and 70 and 80, they have more physical magnetism—are far more attractive to men—than the hordes of "half-feminine" women who may be 50 or 60 years younger.

Once again, this book gives you the techniques these women use—but now adapted and simplified.

fied for Western women, with all the religion and philosophy that were evolved along with them stripped away.

And now ready to go to work for you—overnight—to take each part of your body in turn, and repair the tragic damage done to it by strain and time.

Like this—

## The First Step: To Give Your Face Back Its Youthful Bloom.

This book says that there is a very simple reason why the skin of your face and neck becomes thin, drawn, pale and wrinkled after thirty:

*Because once you reach that critical age, your heart can no longer automatically pump enough nourishing blood uphill to your face, to keep it as smooth and plump and young as it was when you were a teen-ager.*

It's exactly as if you stopped feeding water to a potted plant—and then watched the leaves of that plant crinkle up and begin to die.

No beauty parlor on earth—no face cream no matter how expensive—can ever correct this lack of internal nourishment. But Yoga can. It does it in a few exhilarating minutes every day—by showing you an ingenious way to re-arrange the way you hold your face and neck, that automatically causes your body to pour nourishing blood into every fiber of your face.

This simple posture is so easy to accomplish that, for the first few days, you may not be able to believe that it can really be doing you that much good. But then—when you wake up one morning and find your husband studying your face in silent admiration—you will realize the incredible potency of this "youth-restoring technique" practiced by two hundred generations of Eastern women.

And it's just the beginning . . .

## How To Sit Your Way To A Beautiful Body

Now you begin the re-education of every contour-shaping muscle in your body—and the elimination of the ugly and deadly fat that has plagued you for years—but this time without such extreme measures as crash diets, sweat boxes, back-breaking calisthenics, or pills or other artificial devices of any kind.

In essence, what you are going to do with this book is learn a series of "Effortless Exercises" (many of which take less than a single minute each). These, again, are simple postures and rhythmic gestures that re-charge your energy bank every morning rather than exhaust it...and that beautify the feminine contours of your body, without creating a single bulging muscle (as Western exercises do) to make you look like a man.

One of these postures, for example, (done simply by sitting in a special way on the floor) firms your legs, calves, inner thighs—all in the same moment.

Another lifts and preserves the bust. Yet another flattens the stomach and slims the hips. Still another prevents flabby arms.

And (in our opinion, the most important) still another takes the "old-age stiffness and perpetual ache" out of your spine, and gives you the car-like grace and freedom to enjoy the life of a young girl.

One final word of warning: If you expect a huge, weighty, philosophical tome here, you are completely mistaken. This book has been carefully cut down to the bare practical essentials.

There is not a word in it that does not give you a physical benefit immediately. Therefore, even

in the special deluxe version we send you, it is only 128 pages. You can finish it in a single weekend. The new youth and beauty and physical attractiveness it gives you will last a lifetime.

The complete cost of this book is only \$5.98.

It is a book for women who mean business about restoring and preserving the most priceless possession they will ever have—their youth. If you mean business, why not send in the No-Risk Coupon today.



And—at exactly the same time—

## Vital Health Centers Of Your Body That Have Slept For Years

### —Are Now Gently Massaged Into Blazing New Vitality . . .

Now these "Effortless Exercises" begin to work their magic—for probably the first time in your entire life—or the internal glands and organs that either keep you young 'till ninety (if you keep them healthy and strong) or (if you allow them to wither up from disease) turn you into an old woman at thirty.

For example:

Here is an incredibly gentle posture that virtually doubles the amount of circulation that reaches the vital nerve centers in the back of your head and neck—and thus puts you to sleep faster and deeper than you have known in years. (You'll be amazed at the energy with which you bounce out of bed the next morning.)

Here is a one-minute technique that turns ordinary air into the most potent revitalizer in the world. (Try it for exactly 60 seconds when you're exhausted from housework; see how it enables you to out-dance your teen-age daughter till dawn.)

Here's how to flush internal poisons right out of your body. Clear your complexion. Purify your blood. Get overnight relief from those vague aches and pains that drain youth like a dripping faucet.

Here is a special posture for the woman who is beginning to lose her physical attractiveness. Whose husband is losing interest in her. And who wants him to gasp in delight just a few short nights from the time she first opens this book.

### Read It From Cover To Cover Entirely At Our Risk.

One final word of warning: If you expect a huge, weighty, philosophical tome here, you are completely mistaken. This book has been carefully cut down to the bare practical essentials.

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— MAIL NO-RISK COUPON TODAY! —

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Gentlemen: Yes, I want to try a copy of **YOGA FOR WOMEN** by Nancy Phelan and Michael Volin entirely at your risk. I am enclosing the low introductory price of only \$5.98 for this deluxe edition. I will use this book for a full thirty days at your risk. If I am not completely delighted . . . If this book does not do everything you say, I will simply return it for every cent of my money back.

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This book says that

# The Springtime of A Man's Life Should Begin at 55

That he should not reach middle age till he is seventy. And that he should not lose his ability to attract women until he is well past ninety—**IF HE WILL ONLY BECOME AWARE OF THESE FOUR GREAT NATURAL SOURCES OF PROLONGED YOUTH, COMPLETELY OVERLOOKED BY 99% OF AMERICAN MEN!**

For example:  
**Are These Simple Postures  
The Key To Victory  
Over-Time Itself?**

1) An ingenious way to re-arrange the way you hold your face and neck, for a few incredibly-relaxing minutes every day, that virtually melts away years from the appearance of the skin of your entire upper body. (You'll learn why this simple posture works such breath-taking wonders in the paragraphs below.)

2) A new way to breathe—that purifies your system of the internal poisons that keep you constantly half-ill today, and that eat away your youth like acid.

3) A new way to achieve truly deep sleep—that recharges your body like a battery every night, and keeps accumulated exhaustion from turning you old.

4) And perhaps most important, and most startling of all, a new way to fight the never-relenting forces of gravity that cause the muscles of your face and body to sag deeper and deeper every day.

(This posture alone—this simple, 4,000-year-old "Effortless Exercise" that actually reverses the effect of gravity on your body, and causes it to firm up your muscles instead of collapse them—can give you a slimmer, younger body overnight, and for the next fifty years to come. You'll understand why when you read the paragraphs below.)

**Welcome To A Whole New World  
Of Youthfulness, Physical  
Magnetism, AND INCREDIBLE  
NEW MASCULINE APPEAL!**

These, then, are the startling, almost-unbelievable promises this book makes to you. But you must realize that to gain these benefits, you must first discard every idea about your body that you have been taught since you were a child—and be prepared to look at "age" and "youth" and "health" and "masculine attractiveness" through entirely new eyes.

In essence, what you are going to learn, in your very first reading of this fascinating book, is this:

Over 4,000 years ago, in the Far East, some of the wisest men and women who ever lived discovered that "old age" was nothing more than a disease—actually just another ill of the body, to be fought as any other ill.

To do this—to fight this "ageing-disease"—they developed a series of age-delaying techniques called Yoga.

Yoga means Youth. Yoga techniques bring back youth, and prolong youth.

You can see living proof of these facts every day in India, China and

38

Tibet. There, Yoga believers have used these techniques to live to fantastic ages (close to 100 years), and still retain virtually the appearance of young men.

These men have achieved "Super-Masculinity." At the ages of 60 and 70 and 80, they have more physical magnetism—are far more attractive to women—than the hordes of "half-masculine" men who may be 50 or 60 years younger.

Once again, this book gives you the techniques these men use—but now adapted and simplified for Western men with all the religion and philosophy that were evolved along with them stripped away.

And now ready to go to work for you—overnight—to take each part of your body in turn, and repair the tragic damage done to it by strain and time.

Like this—

**The First Step: To Give Your Face Back The Hard Firm Appearance of Youth**

This book says that there is a very simple reason why the skin of your face and neck becomes thin, drawn, pale and wrinkled after thirty:

*Because once you reach that critical age, your heart can no longer automatically pump enough nourishing blood uphill to your face, to keep it as hard and firm and young as it was when you were a teen-ager.*

It's exactly as if you stopped feeding water to a potted plant—and then watched the leaves of that plant crinkle up and begin to die.

No massage on earth—no aftershave lotion no matter how expensive—can ever correct this lack of internal nourishment. But Yoga can. It does it in a few exhilarating minutes every day—by showing you an ingenious way to re-arrange the way you hold your face and neck, that automatically causes your body to pour nourishing blood into every fiber of your face.

This simple posture is so easy to accomplish that, for the first few days, you may not be able to believe that it can really be doing you that much good. But then—when you wake up one morning and find your wife studying your face in silent admiration—you will realize the incredible potency of this "youth-restoring technique" practiced by two hundred generations of Eastern men.

And it's just the beginning . . .

**How To Sit Your Way To A Younger-Looking Body**

Now you begin the re-education of every contour-shaping muscle in

your body—and the elimination of the ugly and deadly fat that has plagued you for years—but this time without such extreme measures as crash diets, sweat boxes, back-breaking calisthenics, or pills or other artificial devices of any kind,

In essence, what you are going to do with this book is learn a series of "Effortless Exercises" (many of which take less than a single minute each). These, again, are simple postures and rhythmic gestures that re-charge your energy bank every morning rather than exhaust it...and that firm up, slim down and strengthen the masculine contours of your body.

One of these postures, for example, (done simply by sitting in a special way on the floor) firms your legs—flattens your stomach—slims your hips...all in the same moment.

Another lifts and extends the chest. Still another prevents flabby arms, sagging chin and neck.

And (in our opinion, the most important) still another takes the "old-age stiffness and perpetual ache" out of your spine, and gives you the elation-like grace and freedom to enjoy the life of a young teen-ager!

And—at exactly the same time—

**Vital Health Centers Of Your Body That Have Slept For Years  
— Are Now Gently Massaged  
Into Blazing New Vitality . . .**

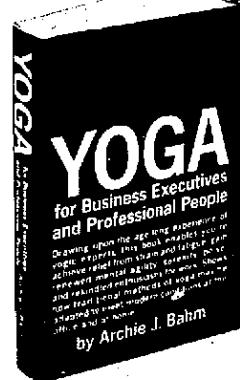
Now these "Effortless Exercises" begin to work their magic—for probably the first time in your entire life—on the internal glands and organs that either keep you young 'til ninety (if you keep them healthy and strong) or (if you allow them to wither up from disuse) turn you into an old man at thirty.

For example:

Here is an incredibly gentle posture that virtually doubles the amount of circulation that reaches the vital nerve centers in the back of your head and neck—and thus puts you to sleep faster and deeper than you have known in years. (You'll be amazed at the energy with which you bounce out of bed the next morning.)

Here is a one-minute technique that turns ordinary air into the most potent revitalizer in the world. (Try it for exactly 60 seconds when you're exhausted from work; see how it enables you to out-dance your teen-age son till dawn.)

Here's how to flush internal poisons right out of your body. Purify your blood. Get overnight relief



from those vague aches and pains that drain youth like a dripping faucet.

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**Read It At Our Risk.**

One final word of warning: If you expect a huge, weighty, philosophical tome here, you are completely mistaken. This book has been carefully cut down to the bare practical essentials. There is not a word in it that does not give you a physical benefit immediately. You can finish it in a single week. The new youth and masculine hardness and physical attractiveness it gives you will last a lifetime.

The complete cost of this book is only \$5.98. It is a book for men who mean business about restoring and preserving the most priceless possession they will ever have—their youth. If you mean business, why not send in the No-Risk Order Coupon today.

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Gentlemen: Yes, I want to try a copy of *YOGA FOR BUSINESS EXECUTIVES AND PROFESSIONAL PEOPLE* by famed Yoga authority and teacher, Archie J. Bahm. I am enclosing the low introductory price of only \$5.98 for this deluxe edition. I will use this book for a full thirty days at your risk. If I am not completely delighted... If this book does not do everything you say, I will simply return it for every cent of my money back.

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Now! A World-Famous Trainer of Champions says:

# Break All the Rules, and Win a 35-Year-Old Body at 50-60-70-and Beyond!



This 70-Year-Old Is Lifting a 196-Pound Man, As Easily As If He were Made Out of Cotton!

Who says that you have to be weaker at 50...or 60...or 70 than you were at 30! This is Percy Cerutty—now 70 years old and a trainer of world-champion athletes—who at 43 years of age was so broken in health that

he couldn't hold an ordinary desk job! Read his amazing health story on this page. Prove to yourself his wonder-working "rule-breaking" health secrets—entirely at our risk—today!

For example: forget your calisthenics today? Congratulations! They're a waste of time. Too much love in your life? Nonsense!

Gratify your instincts and grow stronger every year, says this 70-year-old "physical wonder" who astounds doctors with his 35-year-old body...who ran 101 miles in a single day at close to the age of 55...and who now trains world-champion athletes by teaching them to **BREAK THE RULES, AND SHED THE YEARS LIKE WATER FROM THEIR BODIES!**

## How's This For A New Definition Of Youth? Stronger At 70 Than You Were At 30! With More Pep And Energy Than Your Own Son Or Daughter!

Right now, look again at the photo of this 70-year-old man lifting a 196-pound friend as though he were made of cotton. And then realize this:

This very same man—Percy Cerutty—was at 43 years of age *so broken in health* he was actually unable to hold working at an ordinary desk job!

Face to face at that time with agonizing sickness and momentary death, Percy Cerutty began a desperate search for scientific health secrets that would give him back his strength. Within two years he was stronger than ever before—*younger-looking than he had been ten years earlier*. Today, his body is medically-certified to be that of a vigorous, healthy young man—capable to outrun ordinary men **AT THE END OF HIS JUVENILE!**

The simple health secrets that turned this dying "old" man of 43 into the vigorous "young" man he is today, at 70, is simply too precious for Cerutty to keep to himself. Therefore, almost twenty years ago he began using them to train world-champion athletes in his native Australia. You can measure his success by realizing that his students have already set over **FIFTEEN WORLD RECORDS** in the last few years alone!

And now, Percy Cerutty reveals these exact same wonder-working "rule-breaking" health secrets to you—to every man and woman who is willing to spend a few minutes a day to have a **35-YEAR-OLD BODY AT 70, AND BEYOND!**

Here's what you'll find—the very first time you glance through this startling new book:

## You Start With Wonder-Working Health Secrets 4,000 Years Old!

To begin with, Percy Cerutty asked himself why modern man—with all his medical skills, technology, and know-how—still has *less chance to live to "young," 70 or 80, than primitive Australian Aborigines!* He immediately began an intensive study of the world's most primitive peoples—as well as the natural, instinctive health secrets of the world's animals (whose active sex life, for example, is four times longer than modern man's!).

From these studies, Cerutty discovered *certain natural principles* that can only be called "Health Magic!" For example:

He firmly believes that heart trouble, high blood pressure, arteriosclerosis and perhaps even some forms of cancer are all preventable. Page 18 of his book tells you how, for example, to keep your blood cleaned and your heart strong—and double your resistance to disease!

—He discovered that most strenuous exercises give you nothing except harm. Therefore, he decided completely to forget them. Instead, read Chapter 11 to find out the incredibly-simple BEST exercise for your heart, as well as your body—and how if you will simply add it to this wonder-working secret you'll feel your internal muscles when you can let your external muscles take care of themselves!

And perhaps most important of all, Cerutty proved to his own satisfaction that as much as 95% of all your ills, can be attributed directly to your food intake. In fact, certain types of food—right on your supermarket shelf—can actually poison your system. (Read Chapter 8 to find out which they are—and then avoid them like the plague.)

Old Age Is A Disease, Says Cerutty.  
And Therefore It Can Be Prevented  
And Possibly Even Reversed!

But this is just the beginning. Now Percy Cerutty turns to the vast discoveries made by modern medical science, and taps them to provide sources of renewed fitness and virility that will enable both men and women alike to

swim, play golf and tennis, ride horseback, dance till dawn, outwork most youngsters, even climb mountains you wish to—and do them all **WELL PAST 80!**

As just a few more examples:

Your lungs CANNOT rebuild themselves, of course. But follow the simple breathing advice in Chapter 3, and you may keep them as energy powerhouses for a century!

On page 144 he tells why, if you wake up groggy in the morning, you're a lot *better off* than the so-called "health addicts" who bounds out of bed and greets each day with a cheery "Hello!"

On page 64 you learn a basic principle that will win you support and respect—and help you to control fear. In fact, you'll be able to make the *fear work for you!* You can use this principle immediately! It will help you innumerable times daily!

On page 82 you're shown two simple, obvious "truths" that may enable you to escape the disaster of a coronary or heart seizure, stroke—even help you prevent high blood pressure! (Even though they are obvious—most people don't even realize them!)

On page 136 you're shown an exercise which requires **NO muscular effort**, takes **NO more than one minute**—yet becomes a remarkable "relaxer" for you. And you can do this simple exercise almost anywhere! (In fact, as soon as you get to page 136, try it immediately.)

If you want to extend your life—enjoyably—past the 100 mark, you simply must keep **FOUR ESSENTIAL ORGANS** healthy. 90% of all deaths are due to the breakdown of those four vital body parts alone! You'll find out how to keep them strong, powerful, functioning on pages 41 to 49.

## Prove It Yourself—Entirely At Our Risk

And remember—this revolutionary new book is NOT concerned with simply **AVOIDING** the customary physical decline that sets in on 90% of all men and women after 30. Its objective is actually to **ARREST** the deterioration of age in your body!

On page 154, Mr. Cerutty actually LISTS the symptoms of "old age" he wishes to help you eliminate. Such as:

Slowness of movements...stiffness of joints...lack-luster...prematurely wrinkled and colorless skin...blue-veined, marbled-looking arms and legs...chronic tiredness...and all the rest!

These "plagues of old age" are NOT inevitable at 70—or beyond! Percy Cerutty has proved that HE can avoid every one of them! And that he can help you do the same. Actually give you the strength, health, vitality and sheer physical attraction of a "youngster" of 35—**AT 70, OR BEYOND!**

Isn't it worth one short week of your time to test this theory for yourself? We ask you to read this book from cover to cover, entirely at **OUR RISK**! Why not send in the No-Risk Coupon below—**TODAY!**

—MAIL NO-RISK COUPON TODAY!—

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Gentlemen: Please rush me the brand-new edition of Percy Cerutty's revolutionary new book, **BE FIT! OR BE DAMNED!** I am enclosing \$10.00 to understand this book is fully guaranteed. If this book does not satisfy everything you expect...If I am not completely delighted within 30 days, I will return the book for full money back at once.

If you wish your order sent C.O.D., **CHECK HERE!** Enclose \$1 good-will money. Pay postman balance, plus postage and handling charges. Same money-back guarantee, of course!

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advertisement

Now, a blunt promise by an eminent dermatologist:

# You can make your face look as though time was running backwards!

Revealed by an eminent dermatologist (see his word-by-word statement below): How, with the proper scientific instruction, you can literally look ten to twenty years younger than your real age . . . soften wrinkles, blemishes and coarseness . . . and do it all using nothing more than such simple ingredients as water, soap, and (especially) salt!

This is, quite frankly, a vital message about what is perhaps the most revolutionary home-medical guide ever published on facial care . . . facial beauty . . . renewed facial youth. Its results are so spectacular, its documentation is so overwhelming, and its methods are so vital to your future life that we must repeat, in full, two more quotes from its opening pages:

"As a matter of fact, we have only recently acquired the ability to stop doing something about the more serious changes in appearance that accompany aging . . .

"In the past, the average person stood very little chance of being able to look younger. Without wealth or the right genes, there was very little hope. The advent of modern skin care has changed all this. Now it is no longer necessary to pamper yourself or be born with good skin. The idle rich no longer have any advantage . . . the genes you inherit are no longer a limiting factor, because we can now compensate for even delicate, age-prone skin . . . Thanks to modern research, we now know what causes many of the unattractive problems that appear with age. With this kind of knowledge, we have been able to develop methods which are effective in combatting or solving these problems."

"The practical application of these methods can produce spectacular results. A person can easily look ten to twenty years younger than his or her actual age, and this can be achieved with a minimum of effort. My own interest in this subject was first stimulated by an eminent dermatologist who was one of my first teachers. He was not only an early advocate of these new methods, but he practiced them himself. The results were truly impressive. At almost eighty years of age, he appeared to be in his early fifties."

## This, Then, Is The Startling New Promise That Lies Right At Your Fingertips! And Here Are The Discoveries That Are Going To Give It To You!

For example—

Age is no longer a barrier to a flawless complexion, because the outer layer of your skin never stops growing! And, if you learn the right way to utilize that growth, you may actually reverse the dreaded aging process, and grow younger-looking, not older.

The ultimate moisturizer! How it can eliminate moisture loss instantly, and actually repair the ravages caused by years of facial dryness.

The three insidious structural changes that create "old" skin, and how to stop each at its source.

For example, master this simple technique of protecting the all-important "inner layer" of skin from damage, and you will never need the services of a plastic surgeon.

How your kitchen stove can make you look old, old, old—unless you learn how to use it—like this.

How certain household aids (that you use every day) actually poison your skin. Get rid of them—now!

How to keep the sun from turning your face into a wrinkled prune.

How to protect your skin against air pollution. (Otherwise, if you live in a big city, be prepared to

have people guess you're ten years older than you really are.)

How to banish blocked pores and blackheads—for good.

The Number One Rule for protecting your face against all the hazards of the environment. Follow it faithfully (see page 35), and when your friends look as old as Methuselah, you'll hardly have changed at all.

## Indisputable Proof That It Would Take A Century For Your Face To Look Old, If You Didn't Abuse It Like This . . .

How to "quick-clean" your face, so thoroughly, and so fast, that you take years off it, rather than put them on.

Invisible sources of skin inflammations and allergies, that may be ruining your complexion right now. In other words, how to practice modern acne therapy, right in your own home.

Why you may never have to spend a cent on commercial face-care products again. For two reasons: Because most of them are really harmful to your skin (see list on page 67). And because none of them could ever do as much for that skin as the almost-costless preparations given to you on page 71.

For example, the best daytime base in the world (and you should wear it every minute of every day, to keep the youth-force sealed in your skin) costs only 8¢ for a six-month supply. And the best night cream you can buy costs slightly more—about 9¢ for a six-month supply.

And the best face mask in the world costs 9¢ a treatment.

And the best skin freshener probably costs a penny a bottle.

*And not one of them contains a single ingredient that will unknowingly age your face, or dry out your face, or irritate your face. All they do is pull the life out of that face, at the same time they seal in the youth.*

## But What About The Old Skin That's Marrying Your Face Right Now? What Do You Do About It? THIS—

Here, on page 72, is (in our opinion at least) the really startling breakthrough in facial care in this generation. It is called, "Skin Thinning". It takes about two minutes of your time a week, and it costs about 3¢ a treatment. It's basic ingredient is salt. Plain ordinary table salt. But used in such a way that it almost instantly softens wrinkles. Opens clogged pores, age spots and whiteheads. May actually have your husband cooling with delight the very first day you use it.

And there's still more—much more—like this:

How the wrong vitamins can poison your skin. And the right vitamin therapy cause spectacular changes overnight. (See page 108.)

How dry, scaly skin can often be eliminated by a simple change in your diet. (See page 107.)

The "Young-Face Style of Life". Or how to erase ten years from the look of your skin, simply by adjusting the way you work, play and sleep. (See page 112.)

How your skin can warn you of the insidious development of diseases of the heart, circulatory system, lungs, blood, thyroid, pancreas, sex glands, liver, kidneys and much more, all by simply knowing how to read the danger signals it sends out. (See page 105.)

Two easy solutions to hand and nail problems. (See page 140.)

How to save your hair. Why you must not over-brush it. The one overlooked cause of 99 per cent of all severe hair damage. A simple immediate test that tells you, for sure, the rate of hair loss. Why the wrong use of vitamins may be causing that loss. Medical methods your husband will bless you when

## The Art of Looking Younger

Bedford Shelmire, Jr. M.D.

The dynamics of skin conditioning explained in a revolutionary guide to a youthful appearance.



you show them to him) of really compensating for that ugly loss.

And Much Much More. At Last All You Need

To Never Look Your Age Again!

AND WE PROVE IT TO YOU

WITHOUT YOUR RISKING A PENNY!

Remember! Good skin care is one of today's best

### PLUS THESE THREE THRILLING BONUS SECTIONS!

Break through all that misinformation and hocus-pocus surrounding the use of such ridiculous, high-priced cosmetic additives as: royal jelly, incense, hormones, cucumber, protein, seaweed and all those countless other "miracle ingredients" that are simply causing you to squander your hard-earned dollars!

Correct structural changes that cause visible skin problems, prevent cellular build-up, dry, scaly patches, blackheads and blocked pores—forever—all without resorting to the services of a professional!

Learn the hidden dangers of suntans, crash-dieting, hot combs and curlers, bleach creams, silicone injections!

bargains . . . nothing else gives you such a high return for such a small investment! But, YOU MUST BEGINS NOW! The effects are long lasting and perfect and also come NEVER BE COMPLETED! You owe it to yourself—and to that special man in your life—to return the No-Risk Coupon TODAY!

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Gentlemen: Please rush me a copy of THE ART OF LOOKING YOUNGER, \$8.00. Dr. Bedford Shelmire, Jr., M.D. I understand the book is mine for only 36.98 complete. I may examine it a full 30 days at your risk or money back.

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**She's sixty-one, she's successful—  
and now she tells how you, too,  
can make your Golden Years glow!**

# **HOW TO FEEL YOUNGER LONGER**

**by Jane Kinderlehrer**

Jane Kinderlehrer's driver license says she was born way back in 1913.

But her face, her figure, and the fun she gets out of life—they all say she's more like a vibrant forty!

How does she do it? Where does she find the energy to be a loving wife and busy magazine editor, doting grandmother and sought-after lecturer? How can you achieve the same zestful, healthier, more active life?

This book is Jane Kinderlehrer's answer.

If you're approaching 55, 65, or even more, she says—congratulations! You've made it; so you must be doing something right. Now, with a few simple rules and the valuable, thoroughly documented information in this book, you can look forward to a happier and more productive maturity than you ever believed possible.

#### **You'll discover in this unique book:**

The simple exercise to relieve gas pains... The foods that help you sleep better... How to cope with menopause... Helping yourself to a healthy heart... The food that slows the aging clock... and much more.

*How To Feel Younger Longer* shows how you can find the Fountain of Youth in your own kitchen—with the right foods, correctly prepared. It also gives specific suggestions (that have worked!) for combatting arthritis, backache, sore feet, and other common problems. It even tells about the vitamins and minerals that can enhance your sex life—far into your seventies and eighties.

Order your copy today—and see how much more satisfying your tomorrows can be!

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## **HOW TO FEEL YOUNGER LONGER**

**by Jane Kinderlehrer**

BR104

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Hollywood plastic surgeon's amazing new book

shows how any woman over 30 can

# Look Years Younger, Pounds Lighter

in ten short days!

FROM Hollywood, California, comes what is perhaps the most thrilling beauty news of our generation.

From this moment on, forget everything you have ever heard or read about what "age must do" to your appearance. Forget anything you have been told about how "old" you "must look" at thirty . . . forty . . . fifty . . . or even sixty.

Because—starting with this moment—you are about to enter into a new world of beauty! A world where ordinary fruits are transformed into anti-wrinkle cosmetics. Where a simple daily motion with your chin could take years off the appearance of your throat and jawline. Where a six-second trick with your breathing may erase up to one inch from your hip measurement and your waist measurement in those first six seconds alone.

You have probably never even dreamed that these wonder-working techniques—and over seventy more—ever existed at all. But now they are given to you to prove without risking a penny. Given to you by the very man who has spent over twenty years of time devoted exclusively to helping some of America's most glamorous women forestall nature . . . control aging . . . stay young far beyond the commonly accepted years of youth!

## When an Aging Movie Star Makes You Plead: "How Does She Look So Young?" Why Not Ask Her Doctor?

The name of this man is Dr. Robert Alan Franklyn, internationally known cosmetic surgeon.

Although you may never have heard of him by name before, you may see his results often when you go to the movies or switch on your television sets.

That magnificently beautiful singing star from World War II days, who now is seen often on TV—you know she must be getting old. How can her body be so young, so slim, so graceful. How can her face be so unfined and glowing? How does she seem to laugh at the very years that destroy other women?

### Read the thrilling answer below

That world-famous actor and athlete, who didn't seem to have aged a day over many years—that seems only to have grown more handsome, more virile, more attractive with each passing year—how did he defy the wear and tear of time?

### Read the thrilling answer below

Or that ravishingly lovely national beauty contest winner you've watched in the pages of your newspaper for almost as long as you can remember. How does she maintain her figure? What does she do that prevents weight from forming on her body? And what prevents age from etching her skin?

### Read the thrilling answer below

Yes—dozens upon dozens of other celebrities whom you would recognize at a glance—seek out these secrets of long-lived beauty and youth!

And now this book gives you knowledge that these men and women traveled the world to learn. Over seventy-seven ways that you can use toward softening the effects of time . . . free your appearance from the prison of your calendar age . . . help bring back the exuberant glow of youth to every inch of your face and body!

### For Example: To Start With—

In the very first hour alone, you are brought into an entirely new world of natural cosmetics—cosmetics whose incredible ingredients have been actually used to help heal wounds!

Here, for perhaps the first time, are cosmetics that use the true, beauty-restoring powers of nature itself to combat wrinkle-causing dryness . . . help smooth out that skin and crease lines by providing vital moisture that the skin would otherwise inevitably lose when you pass 30 or 35.

These cosmetics are made from na-

ture's own flowers and fruits. They cost practically nothing. You can make them to perfection in minutes with any household blender. And this is what they can do for you!

They can clean your skin without detergents—increase the benefit you get out of your cleansing cream at night in seconds.

They can invisibly guard your skin against sun and wind and other elements in the air—help give your entire skin, all day, that lovely, healthy glow it would formerly, take on only after a brisk walk or a full day in the open.

They can give you glorious shine to your hair without one extra motion in your regular shampoo—can make bleached or colored hair look radiant.

They can give you a nature-pure beauty mask that will completely relax you in just fifteen minutes—that will help draw out impurities from your skin, and help refreshen it in just fifteen minutes.

They can give you an entirely new way to take a sun bath next summer—spending less time to get more tan—a tan that lasts longer—and that's yours, without ugly peeling, or flaking, without freckles, without wrinkles, without pigment spots.

And this is just the beginning of what these cosmetics can do for your face alone—in the privacy of your own home—without risking a penny.

### Just Wait Till You Try This—

## 5 Simple Face-Saving Exercises That Affect the Same Areas That Go into a Face Lift

Now this unique book gives you information concerning amazingly simple facial movements that take as little as thirty seconds each, that help to bring that tired chinline back into shape . . . help give you a firm jawline . . . a well-defined and smoother throatline . . . even, if necessary, may help to improve that drooping contour that plagues so many women as they grow older!

Plus professional Hollywood makeup secrets that may have your husband gasping with delight the first time you use them. How to blot out shadows, especially under the eyes. Narrow a thick nose or wide jawline. Create a fascinating high cheekbones. Look sun-kissed and natural.

Plus a brand-new way to take a bath that soothes your nerves . . . makes your skin feel silkier and smooth all over . . . even smoothes those unpleasant rough spots on the soles and heels of your feet.

Plus—and perhaps the most important of all—a complete section on trying to bring back the slim, young, graceful body you had as a bride—right down to getting rid of those tragic little ridges of loose flesh that may be developing on your hips, waist and thighs today!

### How to Take Years Off the Appearance of Your Figure in as Little as 10 Days

The brand-new NATURAL Crash



Starting today this unique book by an internationally-known plastic surgeon will show you 77 ways towards making your face and body look younger, slimmer, far more beautiful than you have ever dreamed!

And you will do it often using nothing more than ordinary tap water, your own ten fingers, and the contents of your garden and your refrigerator.

diet—the simple secret of how many a Hollywood figure stays that way. That virtually eliminates hunger pangs . . . starts you in a few thrilling days beautifully on your way to figure reducing.

Plus incredibly delicious, health-packed "Hollywood diet meals" you may never have dreamed existed. The new meat loaf, vegetable brown rice, stuffed grape leaves . . . a completely new kind of beef Stroganoff, steakettes Hong Kong, Potpourri Hors d'Oeuvres . . . cheese and walnut loaf desserts and others—more mouth-watering, full-sized dinners that are specially designed to aid your body and figure.

Plus the ten-second tummy-tightener—that builds your own natural girdle—that may stun your husband the very first week you use it.

Plus "sweated girl" exercises. Exercises that you use to slim down hips . . . to help contour the limbs, especially those soft inside thighs that could ruin your figure in a bathing suit.

Plus entire sections on how to sit, stand and walk as youthfully and gracefully as a top fashion model . . . tricks of Hollywood voice coaches, for putting electricity into every word you say . . . over 250 fascinating pages—jam-packed with thrilling new ideas on beauty, vitality and youth—yours to read from cover to cover in your own home without risking a penny!

### Read It at Our Risk!

### Prove It at Our Risk!

Over twenty-years went into the development of these techniques. The great majority of them are probably completely unfamiliar to you today. Once you put them to work (although, of course, where medical treatment is necessary, you should always refer to your own doctor), the results may be startling—that you may find it hard to believe the difference in your appearance alone.

The name of Dr. Franklyn's book is, of course, THE ART OF STAYING YOUNG. Its cost is only \$4.98 complete. It is sent to you without the slightest risk on your part. You read it for ten full days. If you are not delighted at the end of that time, simply return it for every cent of your purchase price back.

You have nothing to lose. A whole new world of beauty to gain. Send in the No-Risk Coupon below TODAY.

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# She Sells YOUTH!

**Perhaps you have read this fascinating story in the Chicago AMERICAN... Louisville COURIER... Sioux City JOURNAL—or dozens of other top newspapers:**

There is a strange and beautiful woman in Chicago who has, for the last twenty years, been selling *youth* to men and women who were growing old before their time. Who has been selling *sleep* to people who had thought they had lost a full night's sleep forever. Who has been selling *strength* and *blissful relief from pain*, to people who have been racked with backache for years.

Her price is exactly one weekend of your time. Her method is a return to Nature, through simple gentle motions that free your body's locked-up vigor. *Her full story is told here:*

**Some of the startling facts  
this woman will teach you:**

1) A new way to sleep—that automatically turns off the left-over tension in your body . . . lets you drift off in minutes . . . strengthens your spine as you sleep . . . and gives a virtual beauty treatment, every night, to those sag-prone muscles of the chin and neck.

2) *Where do premature facial wrinkles really come from?* If you wish to prevent them, you should concentrate not on your face, but your feet.

3) A new kind of energy food—that doesn't cost a cent because it's simply a better way for your body to use plain ordinary air. And how that same air that surrounds you every day can be used to improve your appearance, your health and your vitality in a dozen different ways: including how to make yourself look younger; how to swim in an graceful and as exhilaratingly as you now swim in water . . . how to float the upper part of your body *in air*, and thus make it feel weightless—as you can work all day with half the energy and half the tiredness that you feel now.

4) A new kind of exercise that is not really exercise at all. Because if you want to strengthen or streamline any one part of your body, you don't really move it at all. For example, you move your *whole* body—so that you forget all about it, and concentrate on one simple blowing action. Or, to build new power into your back, you move your *ankle* an ingenious way every morning in bed.

**Twenty Years of Proof,  
International Fame,  
Recommendations by Doctor  
After Doctor—All Back Up**

**These Claims:**

Every one of these claims—every one of these methods—was impossible to you right now. We do not blame you if they do. You must realize this:

Every single one of these methods have been proven, on thousands of men and women of all ages, for over twenty years. They have been used, not only in the United States, but in Sweden, Norway, Germany and Russia—and praised in the national press of these countries.

For almost twenty years doctors have been sending people to this woman: to help strengthen their bodies, to help them sleep better, to help them sleep without tranquilizers or drugs . . . to bring back the natural energy, drive, vigor that these patients may have thought they had lost forever.

Over TWENTY daily classes in Chicago alone now teach these methods to the few people who have found the secret—now available in person. More, however, they are available in book form to every man and woman who is willing to gamble a five-cent stamp, and a single weekend of their time to learn them.

It is what this first weekend alone will give you. It starts with the most vital energy-restorer of all—sleep.

**You Don't Know How to Sleep  
Today. No One Has Ever  
Taught You. This Book Does,  
In a Single Evening, as Easily  
as This:**

This book starts by reminding you of an inescapable fact:

That sleep—deep, relaxed, completely natural sleep—is the greatest source of energy your body will ever have.

But once you lose this gift of sleep—and most adults have completely lost it—then you are draining energy and youth out of your body, rapidly—the moment that air drains out of a tire when it has a leak.

This book says that sleep is an art. It must be learned. It is an active ritual that takes about three minutes every evening, and accomplishes these effects:

1) Turns off your mind, and lets your body float effortlessly into a deep sleep.

2) Arranges the parts of your body in bed—so that sleep will not be disturbed by tossing and turning, and so you will not wake up in the next morning with a sore spine, or "pins and needles" in your arms or legs, or a stiff neck and shoulders.



**GERTRUDE ENLOW**

No one has ever taught you this simple ritual before. No one has ever taught you before how to convert your body into a limp mass—without a worry, without a thought, without a single thread of tension remaining from the day that has just passed.

No one has ever taught you before how to sink into a mattress so deeply, that sleep must come. Without a single pressure on any nerve center of your body. Without a single strain of back and neck—unprecedented at last. With the head perfectly aligned . . . the neck muscles relaxed and yet strengthened . . . the chin uplifted . . . even the muscles of your face glowing and toned.

It is a way of sleeping where not one single joint rests on another. Even the ankles and wrists are completely free. You will learn it in five minutes, the very first evening you pick up this book. You will wake up the next morning, more refreshed than you have been in years.

But this is only the first gift you receive from this amazing book. Here are just a few of the others:

**Your Body's Built-In Relaxers,  
Strengtheners, Streamliners—  
Now Put to Work for You for the  
First Time.**

For example—On page 33 you discover a six-second motion with your mouth that instantly relaxes the over-tensioned muscles of your chest, heart, liver, spleen—and drains hyper-tension out of your body like water running from a sieve.

On page 69 you discover how to turn the everyday movements of life into complete exercises—exercises that will keep you fit, on stand, or stretch, or pick up an object . . . you are effortlessly exercising and streamlining your body—keeping yourself in top condition without even realizing it.

On page 57 you are shown the built-in apparatus that *lifts* foot, that automatically corrects your worst posture faults . . . that relaxes and soothes the lower back muscles at will . . . and—most surprising of all—that irons out those ridge, washboard, insect, thoughts, that no other exercises you tried could ever remove.

On page 113 you use for the first time, your body's own *built-in* vibrator—that has you bursting with energy every morning in seconds . . . that calms you down after a full day's work—

in two or three thrilling minutes—and gives you a new spurt of vitality for the evening's fun.

And much, much more. How to relax weary eyes—by looking at nothing. How to restore the natural forces that make you feel that themselves of daily weariness. How to sit that keeps your upper body right out of your hips . . . causes your spinal column into its most healthful posture . . . makes hours at a desk pass like minutes. . . gives you a new sense of balance and poise that you've always had at your fingertips, but never known how to use until today. Plus half a dozen *fatigue-minimizers* that focus effort, eliminate waste motion, develop startling new grace and rhythm in every motion you make.

**A Final Word of Warning:**

All these, and much more, are contained in Gertrude Enelow's revolutionary new *Body Dynamics*—yours to read from cover to cover without risking a penny.

Two words of caution must be added, however:

1) It is a short book. It has only 128 pages in all. If you are a fast reader, you can finish it in a single weekend. Do not, therefore, expect a huge weighty tome, full of useless theory. Every page of this book is packed with practical, step-by-step direction, that you can use immediately to give you the strength and health and beauty that are locked up inside your body today.

2) And most important of all—do not be misled by the ease and simplicity of the movements given you in this book! Since most of them can be performed sitting down or lying in bed . . . since most of them can be performed by men and women as much as ninety years of age—since none of them even cause you to "work up a sweat"—you may think for the first day or two that they cannot really be doing you that much good.

It is only after the first week that the true results begin to show you the incredible efficiency of these incredibly gentle movements—in the buoyancy with which you bounce out of bed each morning . . . in the relief from chronic pain that you have not been in memory for years.

In the startled reactions of your friends as they stop you on the street and beg you to tell them the secret!

Twenty years of proof . . . thousands of case histories . . . all tell the same story. Try this thrilling book, entirely at our risk. TODAY!

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Gentlemen: Yes, I want to try a copy of Gertrude Enelow's BODY DYNAMICS entirely at your risk. I am enclosing the low introductory price of only \$4.98, complete. I will use this book for a full ten days at your risk. If I am not completely delighted . . . if this book does not do everything you say, I will simply return it for every cent of my money back.

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# Sexual fulfillment after 40

A distinguished psychiatrist shows that men in their 40's, 50's, 60's and even beyond can enjoy a sex life in many ways as satisfying as when they were in their twenties

If you have drifted into "sexual retirement," this book was written for you — and for millions of other perfectly healthy, normal men like you, who endure one of the most demoralizing, yet truly curable conditions known to medicine.

**SEX AND THE MATURE MAN** by Louis P. Saxe, M.D. presents a proven program to help you to help yourself back to your full sexual vigor. It is sound, practical, and sympathetic.

## From a doctor's office ... expert advice

This book helps you from the very first page — just the way Dr. Saxe would help you if you came to him. He attacks your problem from every angle. He shows you how to conquer your *fear of impotence* — so often the key to "incurable" sexual failure. He explains — and it might surprise you to learn this — that physiologically the male menopause simply doesn't exist; that you may make yourself impotent simply because you believe sexual myths.

Dr. Saxe points out that your "impotence" may not even be your fault — that your wife may be accidentally causing your

sexual failure.

Calmly and sympathetically he guides you past the castrating effects of America's "youth" cult which accounts for such a vast amount of sexual disappointment. And he shows you how to avoid the fruitless "numbers game" and the five sexual cripplers that needlessly make the middle years a torment for millions of men.

## Your second step forward — and some surprises

After you begin to understand your problem — and why it can be solved — Dr. Saxe reveals to you the latest advances in sexual knowledge (such as those of Dr. Kinsey) which can help you to dramatically increase your maleness. You will learn how the "holiday approach" can pay you real dividends in renewed sexual vigor. (Dr. Saxe reports that men are surprised and delighted by the success of this experience.) You will learn, too, what you, yourself, can do to slow down the physical process known as "aging."

**SEX AND THE MATURE MAN** will prove to you that you actually possess an edge over younger men — if you learn to use it. (Dr. Saxe explains the so-called "secrets"

of Continental men, and how they turn their mature years into the time of their most powerful sexual attraction.)

## Expert answers to every question

Such important subjects as sexual experimentation, and varying of the lovemaking techniques are discussed. The problem of homosexuality, why it often doesn't strike until after 40, and what the hopes are for its early detection and relief are frankly covered. This book also examines the use of alcohol, tranquilizers, aphrodisiacs and "love-potions" — explaining when and why they work, and how you can get the same benefits more safely.

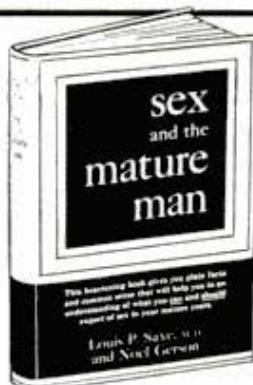
Nothing has been overlooked in Dr. Saxe's determination to help you recapture all the sexual satisfaction that can be yours.

**Also included in this invaluable book:** A comprehensive selection of revealing case histories which illustrate the successful treatment of the most important problems the mature man may face on his road to complete sexual fulfillment.

## Advance comments from authorities in the field on **SEX AND THE MATURE MAN**

**Paul Popenoe, Sc.D., Founder and President, The American Institute of Family Relations:** "I don't know of any better book available for the man who wants to get an accurate picture of the subject. It is clearly written, practical, gives specific directions."

**Walter C. Alvarez, M.D.:** "Very well written and interesting all the way . . . there are men who would profit greatly by reading this book."



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Gentlemen: Without obligation, please rush me the brand new edition of Dr. Louis P. Saxe's revolutionary new book, **SEX AND THE MATURE MAN**. I am enclosing only \$5.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . if I am not convinced that this book virtually offers me a second chance at life, I will return book within 10 days for full money back at once.

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# Has this man developed the power to see into the future and control his own destiny?



## PROOF BEYOND DISPUTE!

Thoroughly documented by the British press—here are only a few of the “impossible” feats Al Koran has already accomplished—to illustrate his conviction that **THERE IS NO LIMIT TO THE POWERS OF YOUR MIND, ONCE YOU LIBERATE ITS BURIED MAGIC!**

• Before a skeptical group of reporters he wrote the headlines of a leading newspaper 4 days before the paper appeared—and he was right!

• On a national TV he wrote the first, second, and third place finish of horses in an important race to be held in two weeks—and he was right!

- He has baffled millions—including the great Albert Einstein—on stage, on television, and in carefully controlled scientific tests. He has predicted the future. He has read minds. He has told absolute strangers intimate personal details. He couldn’t possibly have known—and he is always right!
- And now he shows you how to unleash the same explosive powers from your mind overnight! Read the thrilling details in this advertisement! Prove them yourself—entirely at **your risk!**

And now he shows you how to unleash the same explosive powers from your mind overnight! Read the thrilling details in this advertisement! Prove them yourself—entirely at **your risk!**

## Just a few of the Magic Secrets you will learn in this startling book:

- The long-life secrets of 100-year-old Tibetan Yogis and Indian Fakirs—simple routines that could rejuvenate your health—overnight.
- The three rules of money-magic that when observed can bring you spectacular success in everything you do.
- The paralyzing thought that keeps you from true success—and how to rid yourself of it at once.
- The only prerequisite required to enter the world of magic.
- The magic of charms and mascots—how to make them really bring you good luck.
- The most powerful form of all in working magic—that drives your subconscious irresistibly to secure whatever it is you seek.
- A new way to breathe to purify yourself and reach higher spiritual dimensions.
- Secrets with which the aborigine performs black magic.
- How to make horoscope predictions come true.
- The power we all have to cure disease.
- The simple magic formula that banishes fears, enables you to triumph over obstacles.
- How to use a strange kind of magic to make people love you.
- Color magic that brings warmth, health, peace of

Read it from cover to cover, at our risk. TODAY

And can he CONVEY THAT POWER TO YOU—  
**OVERNIGHT**—simply by showing you these few tricks  
that bring out the buried magic in your mind!

This is Al Koran, one of England's most dazzling personalities—known throughout the continent as “the World's Greatest Mind Reader and Mental Magician.”

This remarkable man has proven, over and over again, that he has the ability to control his own destiny—and he is convinced that **ANYONE else can do the same.**

“You have a power just as magical as Aladdin's lamp,” says Mr. Koran. “It is a power with the riches of a gold mine WHEN YOU KNOW HOW TO USE IT.”

### The Power Within You That Brings Phenomenal Results To All Who Dare To Put It To Use!

Yes, once the power of this magic in your mind is released, you will say goodbye forever to poverty, misfortune—even unhappiness. You will bring into your life material comfort, spiritual happiness, lasting peace of mind.

You will have the gleaming new car you want, a luxurious home, a holiday in the sun. You will have devoted friends, mountains of money, radiant health,—everything you ever desired.

But to have all of these precious gifts—for sooner than you have ever dreamed—you must be able to accept this one daring thought:

You must accept the fact that we all have buried within us the power to perform MAGIC. Not the magic of the stage “Magician,” the showman, the deceiver, the “sleight-of-hand artist.” But REAL MAGIC—TRUE MAGIC—MENTAL MAGIC that has allowed certain gifted men and women throughout the ages to teach out and control destiny, instead of suffering helplessly from it!

For example:

- How do you think the Fire Walkers of the Fiji Islands walk unclothed with bare feet on red hot cinders?
- How does an arthritic woman, hopelessly crippled for years, suddenly cure her rheumatism with a copper bangle around her wrist?
- What strange power within all of us has effected more than six thousand cures at Lourdes—cases of miraculous healing so carefully documented as to eradicate every possible chance of charlatanism?

### Reveals His Innermost Secrets At Last, So You Can Bring Magic Into Your Life!

Or, to take a modern example, in this book Al Koran tells you about Gabriel Gargam, paralyzed from the waist down, his spine severely injured. Medical science could do nothing. But then Gargam went to Lourdes, where suddenly to everyone's amazement he raised himself to his feet. Within twenty-four hours he was walking. Medical examinations by sixty doctors proved that this complete cure could not be scientifically explained!

What mysterious power enabled Gargam to walk? What inner force enables men and women like this—outwardly no different from the rest of us—to suddenly be able to attract health, wealth, happiness...even to read minds...to see into the future...to perform seeming miracles?

Over thirty years ago, Al Koran determined to answer this all-important question. He spent years and fortunes searching for the truth. He delved into the Magic of Mind all over the world. He attended hundreds of神秘 conferences, spiritual meetings, primitive rituals, occult gatherings. He questioned outstanding personalities in every line of human endeavor.

And finally he discovered the mysterious “something” in every one of us that grants phenomenal results to all who accept it and put it to use...that takes you where you want to go with the speed of jet propulsion.

### Yours At Last—This Wisdom Of The Ages That Is Performing Miracles Today!

Some of the secrets that Al Koran discovered are as old as civilization itself. They have been used to perform magic in Eastern cultures for hundreds of years.

Koran discovered that those who know how to harness this mind power can make cripples walk...make poor men rich...bring peace to the troubled, friends to the lonely.

Once you know how to use the power you can command others to do what is in your mind without saying a word...you can replace weakness and fear with

inner strength...you can materialize your dreams into reality. And you can do it almost as naturally as breathing.

### Liberate Just One Of These Vast Magic Powers And You Will Revolutionize Your Entire Life

In just a few minutes each day, Al Koran begins to develop the explosive mental powers that brings you new vitality, power, wealth, friends—literally anything you may desire!

Soon you find yourself fascinating people you've always wanted to befriend...materializing the luxuries and possessions you could never before afford...exercising at will the power over others you've always dreamed of!

Then—simply by practicing your new-found ability a few minutes each day—you actually begin to stimulate your latent extra-sensory powers to read minds...mentally influence others...see into the future...again, literally get anything you want.

### Nothing Can Stop The Magic Of Mind Power

Yes, once you bring the incredible power of your subconscious mind into conscious control, **nothing** can challenge its awesome power. From the day you learn to harness this buried mind power, you **MUST** perform feats that ordinary men can only describe as “miracles.”

### No Wonder It's England's Number One Best Seller! Prove It To Yourself Entirely At Our Risk!

Yes! The magic mind power lying dormant inside you is just waiting to be unleashed, just waiting to master all things and all people for you. Words cannot adequately describe how this incredible inner ability can literally obliterate your shackles of despair, poverty, poor health...shower you with money, power, friends and happiness.

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The book helps you unlock the door to a full life with the seven keys to health and life-long vitality. Here, in these pages is the

### About the Author

LESLIE M. LECRON is internationally known as one of the modern authorities on hypnotism and self-hypnotism. He is the author of three textbooks and many technical journal articles on medical hypnosis. He is a Fellow of the International Society for Clinical and Experimental Hypnosis, an honorary member of the British Society of Medical Hypnosis, and a member of the American Board of Psychological Hypnosis.



essence of a full-scale self-therapy program that has made author Leslie M. LeCron one of the most sought-after teachers in the world today. Here are just a few of the secrets revealed in this fabulous volume:

- How to use self-hypnosis to cure your slipped disc, backache, headache, low back pain, even the painful torticollis or "wry neck" that has defied medical science
- How to conquer a condition we call "loneliness" but which our subconscious mind knows to be a genuine starvation of our love needs
- The amazing truth about arthritis and bursitis—conditions which reveal themselves instantly to self-hypnotic probing
- How we subconsciously hold on to symptoms long after the "need" for them is gone. (Example: how to get rid of a 50-year bout with hay fever in just one session)
- What happens to almost every asthmatic who is asked a sudden, unexpected question by a wise hypnotist
- Even if you've been smoking for twenty-five years you can give it up overnight—and actually enjoy the so-called "withdrawal" period
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Actually 36 Lessons That Show You How To Use SELF HYPNOTISM To Get What You Want From Life!

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How to get other people to listen to no one but you.

How to get other people to do what you want them to do — and love doing it.

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You can learn them all, in your own home next weekend, without risking a penny. Here's how:

## The Book That Took Forty Years to Write

In the entire United States, only one man teaches these techniques. His name is Paul P. Parker, LL.D. He has concentrated his entire lifetime in one field—discovering the best methods of winning people over to your way of thinking, without antagonizing them.

Dr. Parker believes that these methods are more important than knowledge or "connections." More important than technical skill. Far more important than mere hard work.

### How to Master Embarrassing Situations

Your superior is a stubborn, crusty man, opposed to change. It is important that he change his mind in one of your especially important meetings. How would you go about getting his approval? (See page 46.)

You are being sharply criticized at a public meeting. How would you handle your critics to gain advantage? (See page 61.)

At one time or another, each of us has taken a stand or made a decision that was wrong. How would you go about reversing your position gracefully? (See page 82.)

You are trying to win over a man who won't talk. How do you get him to "open up"? (See page 108.)

Suppose you are trying to convince a person, but he raises objections so fast as you answer them. How can you meet them successfully? (See page 164.)

You are losing your listener's attention. Now do you regain and hold his interest? (See page 52.)

A simple lie in his office became shattered in his true, honest, dirty. How do you get him to clean and respect you all the more? (See page 74.)

You have trouble remembering people's names. How can you easily acquire the ability? (See page 31.)

You work for an important executive but your path is blocked by his secretary or subordinates. How do you get your interview? (See page 98.)

You are employed by a large company. You have given numerous favors to your immediate superior, but he never notices them or takes credit for those used. How do you get personal recognition? (See page 78.)

A worker has something "on his chest" and is telling you off. What is the best way to handle the situation? (See page 43.)

Somebody has made nasty remarks to you, or about you. You are boiling mad. What is the tactful thing to do? (See page 60.)

And he believes that this personal magnetism can be learned. In approximately two to three hours.

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How to make a compliment twice as effective.

How to use your own mistakes to win greater confidence for yourself.

Three magic words that automatically arouse enthusiasm.

The one great secret of making people believe in you. Rely on you. Follow you.

And this is just the beginning. You can gain all this information in a single night. In one or two hours with this book.

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### How to Break Through Social Barriers

How to calm down dangerous situations, that might otherwise split up friendships or end years of hard work.

How to quiet a man down when he starts raising his voice.

How to control anger storms so that the other person apologizes without your saying a word.

How to handle the little fellow who thinks he's a big shot, the "critic," the wise guy, the smart aleck, the "no-listener."

How to win over unfriendly experts, the man who wants to get something off his chest, jealous subordinates, angry customers.

How to keep the other person from talking too long, without insulting him.



### MEET DR. PARKER

Paul P. Parker, LL.D., has concentrated his entire lifetime in one field: Discovering the best methods of handling people—and sharing this vital knowledge with others. He is America's outstanding authority on the subject, having lectured before more than 5,000 "standing room only" audiences. He has coached over 250,000 people in the Parker Method.

It is estimated that Dr. Parker has been paid over a million dollars to train the executives of such outstanding corporations as National Cash Register Co., Sears Roebuck & Co., The Great Atlantic & Pacific Co., North American Aviations, Inc., General Motors Corp., Eastman Kodak Co., Cruse Co., DuPont, Continental Bakers, General Mills, Ford Motor Co., Borden Dairies, Coca-Cola Bottling Co., Goodyear Tire & Rubber Co., Standard Oil Co., General Electric Supply Co., Remington Rand, Pittsburgh Plate Glass Co. and more.

How to control one man, or a whole group of people.

How to make the other person compromise first. How to allow him to swallow his words gracefully. Turn insults into apologies. Hatred into trust.

When and where to give in, and how to get the most in return for yourself.

The one thing people want more than anything else in the world. And how to put yourself in a position where they must get it from you.

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# ---HOW TO--- PICK MEN

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Gain startling insight into his hidden drives and needs in as little as a single hour.

**Understand the men you must work with far better than you understood them before. Choose men who can really work with you—really produce for you—as simply and logically as this:**

By Ed Mitchell, Staff Writer  
Executive Research Institute, Inc.

Mr. Executive —

Are you in a position of responsibility where you have to hire and fire men? Where part of your work had to be done by other men? Where your record—your accomplishments—your advancement, depends on the type of men you pick, and the amount of work you can coax out of them?

Are you part of a business team—where you have to work hand in glove with other men—persuade other men—convince other men to carry out your ideas? Could you use a simple technique that could easily help you *understand more of those other men's hidden drives*, so you'd know what buttons inside them to push, to really get them to roll up their sleeves and pitch in beside you?

Or do you have to meet the public? Deal profitably with outsiders? Actually with their friendship, trust and confidence? Would you like to make a living knowing where a surprising number of their deepest interests and emotions lie, so you know how to really reach out and touch them, fit their interests in with your own, win them over to your side?

If the answer to any one of these questions is *Yes*, then you have the opportunity to spend one of the most revealing and profitable evenings of your life. An evening that costs you nothing. An evening in which one of America's foremost career-builders has invited top executives from almost every blue-chip corporation in this country, to audiences numbering up to 1,600 men—teaches you how you can measure the hidden drives and weaknesses of men. **IN SOME CASES RIGHT UP TO THE POINT WHERE YOU CAN ALMOST PREDICT THEIR FUTURE BEHAVIOR!**

Techniques That Can Make the Inner Man Reveal Himself.

Let us make this perfectly clear. What is going to be placed in your hands this evening is an organization system of *In-Depth Interviewing*—that is as highly effective in the formal meeting with any applicant for a job, as it is in the continuous approach to a man you are working with, or giving you valuable information that will assist you in understanding them, developing their hidden strengths and capabilities, and motivating them to their highest peak of performance.

In the interviewing situation, alone, what this system is designed to give you in a little over one hour, is a detailed knowledge of that individual. Specifically, it is designed to give you knowledge of his background, his education, his family, his hobbies, his social activities, his hobbies, his outside interests, his social life, even many of his hidden drives and attitudes—the compelling influences and motivations that shape his life, that can him to act in one way and not another.

During this interview, this system gives you the techniques that can cut through the superficial masks and poses he may use to conceal himself from the outside world, that can enable you to understand him, appraise him and work with him on the basis of character traits that most people never even see.

For example, here are techniques that can help you detect whether this man is a self-starter, giver-upper, an obstacle-builder or a trouble maker. That help you recognize hidden drives, stability, mobility, self-confidence, questionable leadership qualities that make the difference between success or failure on the jobs you assign him to.

Secrets of Professional Interviewing That Will Help You Understand Men, Help Them, Guide Them and Lead Them.

Here are two simple techniques that

help you gain the other man's confidence—put him at ease—make him feel important—avoid embarrassing questions or incidents during the entire conversation—keep his goodwill while you are appraising him.

Here are three invaluable signposts that help you tell when the other person is trying to lie to you, omit certain facts, exaggerate his own importance. Counteractions that big talkers prefer—explanations, check evasions—detect half valid conclusions—draw out information that the other man is trying to hide.



JACK H. MCQUAIG

Management Consultant, president of The McQuaig Institute of Executive Trainings in New York City, Jack McQuaig is a nationally-known speaker who has conducted 1,000 seminars that have been attended by as many as 1,600 executives. These seminars on How To Pick Men, How To Supervise and How To Manage have been presented to management groups of the country's leading blue-chip corporations. Among them: American Telephone & Telegraph, Bethlehem Steel, Continental Can, Westinghouse Broadcasting, Piper Aircraft, Republic Steel, Standard Oil, Textron, United States Lines, Curtiss Wright, International Mineral & Chemical, DuPont, and many others.

And now Jack McQuaig gives you exactly the same career-building information that some of the nation's top business leaders learned in his How to Pick Men Seminars—years without charge. Turn the following details on these pages!

Here are the three "common-sense" mistakes that cause most executives to choose the wrong man and how they can be avoided. *Conversation-straighteners* that prevent you from being distracted, led astray, being sold on surface qualities alone. The five *Techniques of Tactful Closing*, that avoid wasting time, actually end the interview without arousing resentment.

Yes, here is a book filled with the facts you need to really understand what goes on inside people's pickers, to *line up your forces with men who earn it*. Right down to a complete chapter on psychological tests, with a professional appraisal of their true strengths and weaknesses. Application blanks, and how they alone can save you valuable time in screening. The professional way to check references, both in person and on the phone, so you get the real truth and not just politics. *How to professionally evaluate men, so you can make your decisions in handling them—not on the basis of trial and error or guess-work—but on the invaluable knowledge of the inner forces that compel them to act as they do.*

## Read It From Cover To Cover Without Risking a Penny.

Who needs this unique book? Supervisors—executives whose job is to manage people—Independent businessmen—salesmen who really want to know their customers—almost every man and woman in business who will ever have to hire or promote and judge the personality and character of another man.

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\* \* \*

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Who has ideas of his own—teaching you these techniques

of creating respect and loyalty,

tion—burning like torches in

where other men can only create

his brain.

And who has decided—it-revolvously decided—to reach out for the only personal fulfillment that will ever satisfy him: the power of command.

You know who you are. And this advertisement—and this book—is for you.

\* \* \*

This book was written by John D. Horn, who climbed the ladder to his first corporate presidency by the time he was thirty-two. And who is today at thirty-nine, either president or dominant stockholder of firms doing over eight million dollars a year.

This is John Horn's first book. He is not an accomplished writer, and it has flaws. If you read for style, or for literary quality, this is not your book.

But there are paragraphs in this book—ideas in this book—which you have never seen elsewhere. Horn says, for example, that that we have to learn to walk before we can run. And who is today at thirty-nine, either president or dominant stockholder of firms doing over eight million dollars a year.

Horn says that if you want to leap-frog over other men, you've got to make a career of it. And the right people of reaching complete positions ordinary men wouldn't touch with a ten-foot pole! This means building a reputation for "doing the impossible."

\* \* \*

Therefore, he teaches you the techniques of doing the "impossible." It consists of three steps.

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John Horn says, first of all

that plain hard work, or ability

or even good luck just aren't

enough—by themselves —

get you to the top.

Their own personal growthwork

In addition, you have to learn

the techniques of gaining every-

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Their own personal growthwork

*At last! A leading woman executive shows you how to*

# **WORK ALL YOU WANT!**

## **And be a BETTER WIFE**

## **and MOTHER because of it!**

**WHO SAYS** that a working mother has to short-change her husband and children? Or feel guilty about her job? Or work herself to exhaustion trying to fill the demands of home and office? Not at all! Not any more! Not if you know the time-saving, work-saving, guilt-saving secrets used by top career women in every corner of America!

Think of it! There are among the most successful, highly-paid women in the world — women who use their abilities and capacities to the full every day — and yet they actually spend more delightful hours with their husbands and children than many of their stay-at-home friends!

These women have escaped forever the narrow little world bounded on one side by the kitchen and on the other by the nursery — they grow every day in taste and excitement and intellect — and yet they never feel over-worked or weary, and they don't miss a single one of the joys and enrichments that only successful motherhood can ever give them!

Yes, these women have the best of two worlds! They work — and make their husbands and children love them all the more for it! They care out rich, satisfying lives — free themselves from routine without tension without antagonism on the part of anyone around them! They spend most of their hours away from home and of exactly the same time they rear healthy, happy, responsible children — and build a deeper and more rewarding marriage every year!

How can they do this? Because they know work-shortcuts that may never have occurred to you! Because they have tension-eliminators at their command that you may never have dreamt existed at all! And they know how to turn the aid of their husbands and children, to solve the very problems that may seem ready to overwhelm you right now!

Here's how! Here are their priceless techniques that may save you years of frustration and heartbreak — yours to learn in your own home this very next weekend, without your risking a penny!

For example —

### **How to Remove the Conflict Between Your Job and Your Family!**

Here, in the very first hour with this amazing new book, you learn the two simple secrets of preventing any resentment or rivalry of any kind on the part of your husband. You learn the three fast, simple, completely effortless ways on your part — that actually provoke his competitive or aggressive feelings.

You learn how to make sure he feels secure — how to bolster his image in front of the neighbors, so that he brags about you to them rather than criticizes you... how to keep your job from ever becoming a scapegoat for family arguments — so that he pitches right in alongside of you, even with the domestic duties, AND LOVES DOING IT!

And this is just the beginning!

### **How to Enjoy the Youngsters More Because You're Working!**

Here's how to eliminate — once and for all — the maddening "children's hostility" that comes from over-protectiveness! How to keep your child from being over-demanding, clinging or unruly when you come home from work. How to deal with sulky children, children who tease and bully, children who "forget" to do their chores . . . dawlers . . . non-eaters . . . children who decide to create a crisis every evening before you can get them to bed.

Here's how to finally conquer the problem of *enough* time with the children! How to make mornings "joy times" instead of a rush time, self-hurting getting-up earlier. What to do about that all-important moment when they come home from school, even if you can't be there in person. How to teach specific "confidence" lessons, so you don't miss a single one. How to keep the feeling of being together with each child, even though you're separated from them physically . . . profitably, for the maximum from a *ability* into a *vital contribution* to their psychological and character growth!



How to develop greater rapport with each child — "tune in" to them deeper and faster — "prove to them that you're far more interested in them than your job. And avoid for good any chance that they will feel that you're rejecting them . . . make sure that they know that they can always turn to you, confide in you, trust you completely!"

Yes, and if you have young children, here's how NOT to miss out on the endless delights of pre-school or early school years. How to avoid all the deadly pitfalls that can trap your young ones going to work. How to help your pre-school child adjust to your absences — make him feel secure and sure of your love. Find mother-substitutes who cost almost nothing — and keep the substitute from "taking over" — upsetting your child. The one vital secret that guarantees that he will feel at home with your substitute. *How to make sure your kind of child-adjusting arrangement — and what to do if your child becomes over-attached to the substitute, starts to bring her his problems first!*

Why, there are even whole sections on how to pick the right private nursery school — plus six hidden "tale-tellers" you must look for before you choose. Even how to set up child-care after nursery school — provide emergency help if the child is sick for a day or two.

### **1,001 Frustration Problems, Tension-Builders Wiped Away Before Your Very Eyes!**

And this is still just the beginning! Now come the chapters that cut hours of needless work out of your day jobs — let you be less tired with two jobs — career and home — than you were formerly with only one . . . let you come back

to the house every night feeling not only fulfilled, but fully alive . . . and *fully satisfied* in the morning. **CHAPTER WITH ENERGY, IN LOVE WITH YOUR HUSBAND AND CHILDREN, AND IN FULL COMMAND OF BOTH SITUATIONS!**

For example —

At home, here are dozens of practical pointers on time-saving short-cuts, simplified planning, putting your phone to work to save you time, conserve energy, save money on shopping bills, and actually spend more time having *FUN* with your husband and children. *Just your next-door neighbor who slumbers at home!*

At work, here are complete details you can use on part-time opportunities, even if you can't go to school full-time. What to do if you're out of touch with your field, out of training, out of demand. A whole section on part-time jobs, using the skills you've developed, creative jobs in the professions, social work, real estate, publishing, brokerage — and how to walk in and get them, where ordinary approaches wouldn't stand a chance. *You never job — with possibly flexible working hours — so you don't have to disrupt a single one of your home responsibilities!*

### **Read it from Cover to Cover, Entirely at Our Risk!**

Yes, it's all here — all yours for the first time in *The Case for the Working Mother*, by one of America's foremost women executives.

And it's all yours for only \$4.95 complete — and then it will save you in wasted shopping and help bills in the very first week!

And you read it from cover to cover entirely at our risk! If you are not delighted . . . if it doesn't open up a whole new world of limitless possibilities — return it, *entire*, at some time, and we'll refund every cent of your money back!

You have nothing to lose. Send in the No-Risk order blank — TODAY!

A Stein and Day Book

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**INFORMATION, INCORPORATED, DEPT. 22-NYM**

**119 Fifth Avenue, New York, N. Y. 10003**

Gentlemen: Without obligation, please rush me your revolutionary new book, **THE CASE FOR THE WORKING MOTHER**. I am enclosing only \$4.95 complete. I understand this book is fully guaranteed. If this book does not do everything you say — if I am not completely delighted within 16 days, I will return book for full money back at once.

If you wish your order sent C.O.D., check here. Enclose only \$1 good-will deposit. Pay postman balance plus C.O.D. postage and handling charges. Same money-back guarantee of course!

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

© INFORMATION, INCORPORATED

# HOW TO READ PEOPLE LIKE A BOOK!

New "Plain English" book on Practical Psychology gives you a virtual "Roadmap" to people's hidden thoughts and emotions...unleashes the enormous personality power locked inside you this very minute!

See a remarkable change in your ability to handle yourself and others in 10 short days—or it costs you nothing!

## Like Being Able to Look Right Into Other People's Minds!

Think about it for a moment—  
if you have ever talked informally with a psychologist, chances are he left you awestruck. "Why, that man is a mind reader!" you probably exclaimed. "He seemed to know everything I was thinking."

Well, practical psychology is another mind reader, not a magician. But he has one great power: He knows the secret places and hidden pathways of the human mind. And when you speak to him, it's like giving him a road map to the inner recesses of your brain and your spirit. He sees beyond your words, into your very soul.

Wouldn't it be marvelous if you had some of this power? You can do it! It lies "asleep" within you, waiting for you to put it to work through simple principles of practical psychology. And now, at last, two eminent psychiatrists reveal the secrets you need to unleash this power, by explaining the workings of the mind in plain, everyday language.

## A Whole New World of Understanding and Control Opens Up to You!

Did you know, for instance, that a certain kind of fear is not a sign of cowardice, but of intelligence? That a person can accuse you unjustly, he may be secretly accusing himself? Or that daydreaming—far from being a waste of time—can sometimes prove extremely useful—if you know the right way to put it to work?

Or, as another example, do you remember the last time you had one of those days when nothing seemed to go right? You spilled your breakfast coffee...lost a five dollar bill...and ended the day scratching up a fender when you put the car in the garage.

Did you know that infuriating "accidents" like these are not really accidents at all? Actually, they are the result of a very orderly process of the human mind. You may say that these occurrences have put you in a "bad mood." But the fact is, the bad mood always comes first—even though you may not realize it!

Wouldn't it be wonderfully useful knowledge to understand how and why you get into these moods—and why other people do? You would quickly learn how to control them, while you rid yourself of unnecessary concern and irritation over "little things."

At the same time, instead of being confused by the actions of friends and business associates, you could determine the real reason for what they do. Think of the enormous power this one advantage alone would give you! And, of course, this knowledge would be in deciding how you yourself should react to get them to do exactly what you want them to do!

Best of all—you can start using these hidden powers of practical psychology almost at once.

A new book *DISCOVERING OURSELVES*, helps you bring out all these priceless gifts of understanding and controlling those around you—and more! Written in down-to-earth language by two eminent physicians, the book takes the discoveries of the great psychologists of our time—people like Freud, Adler, Jung, and Horney—and presents them in a way that anyone can understand. You can make practical use of the science of psychology, the very first evening you pick up this book!

For example—

## Skyrockets Your Drive, Will-Power, Self-Confidence!

How good are you at making decisions? Do you come to grips with your problems,

## WRITTEN BY EMINENT PSYCHIATRISTS

**DR. EDWARD A. STRECKER, B.A., M.A., Litt. D., Sc. D., M.D., Dr. Strecker, Professor Emeritus of Psychiatry, University of Pennsylvania School of Medicine, is well-known authority on psychiatry, and author of many books on the subject.**

**DR. KENNETH A. APPEL, A.B., D.Sc., Ph.D., M.D., Dr. Appel, who now heads the Department of Psychiatry at the University of Pennsylvania School of Medicine, has helped thousands of successful men and women realize their true potentialities through his celebrated books on psychiatry.**



and usually decide the right thing? What about difficult or unpleasant tasks? Do you "dig in and get them done"—or do you put them off? Do you always have the self-confidence you need? Do you have an uncontrollable temper? Or, when you get into an argument, do you find yourself tongue-tied—unable to tell your opponent what you really think until it's over and too late?

There is a simple psychological reason why many perfectly normal people fall prey to these weaknesses. But once you understand why these things happen, you can do something about them. You become a much stronger person—and your family, friends and business associates will sense it almost overnight.

As you learn to understand yourself, you understand others, too. For the first time you can see and understand the inner fires that burn within the men you know—the fires that burn within the women you know.

Step by step, you learn about child development, to help you understand the youngsters—what they need at every level, why they do the things they do, what they are likely to do next.

In business you learn how to cope with the shortcomings of your associates—how even to capitalize on these shortcomings.

We could go on and on—telling you how this marvelous "Plain English" book of practical psychology can be worth a thousand times its modest price to husbands and wives—salesmen—executives—office workers—teachers—people in all walks of life who are on their way up the ladder of success. How the valuable facts in this book can help in family life, in social life, in achieving sexual harmony. But you'll see for yourself when you read this wonder-working volume entirely at our risk—with absolutely no obligation!

## PROFIT FROM THIS REVEALING "PLAIN ENGLISH" BOOK ON PRACTICAL PSYCHOLOGY. EXAMINE IT FOR 10 DAYS! WITHOUT RISKING A PENNY!

*DISCOVERING OURSELVES* was written by Dr. Edward A. Strecker and Dr. Kenneth A. Appel, both practicing psychiatrists. In this remarkable guide book they have swept away all the technical mumbo-jumbo in the science of psychology so they can tell you why people act the way they do in simple, everyday language.

The book itself is over 300 pages and costs only \$4.98 complete. It is filled with pictures and diagrams that make it as easy to follow the pathways of human thoughts and emotions as it is to read a simple map.

BUT SEE FOR YOURSELF! Mail the No-Risk Coupon now.

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119 Fifth Avenue, New York, N.Y. 10003**

Gentlemen: Yes, I want to try a copy of Dr. Edward A. Strecker's and Dr. Kenneth A. Appel's amazing new book—*DISCOVERING OURSELVES* entirely at your risk. I am enclosing only \$4.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . If I am not completely delighted within 10 days, I will return the book for full money back at once.

If you wish your order sent C.O.D., check here. Enclose only \$1 good-will deposit. Pay postman balance plus C.O.D. postage and handling charges. Same money-back guarantee of course!

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Information, Incorporated 1966

# How Your Body Can Make You Rich!

And your voice can make you powerful. And your hands can make you loved! All of which may sound incredible to you at first, until you consider these facts:

For example:

How does one man walk into an expensive restaurant, where he's not known, and get a top table—while another man can't even get past the door?

The answer lies in the way that first man uses his body, his hands and his voice—in a manner that instantly commands respect, AND THAT YOU CAN LEARN NEXT WEEK WITHOUT RISKING A PENNY!

Or, another example:

Why do some people sound so incredibly impressive when they start to speak? So much so that you just can't help listening to them, even when you know that they're saying nonsense?

Because those people have "Magic Parts" in their bodies, and YOU SAY THAT captures people's minds. BUT THE WAY THAT YOU SAY IT—and the DOUBLE-BELIEVABILITY you add to it by the way that you use your voice, your hands, and even your body! YOU CAN LEARN HOW NEXT WEEK WITHOUT RISKING A PENNY!

And—most important of all—

How on earth do some people command INSTANT AFFECTION from almost every man and woman they meet—even though they are not, by nature, the most attractive-looking person in that room? WHAT IS IT that they do with their voices and their hands, and their body—that literally draws other people like a magnet right to them? You will learn all these secrets next week, without risking a penny!

## The Three Hidden Elements Of True Personal Magnetism, Revealed To You For Perhaps The First Time In Your Life!

Quite frankly, this advertisement—which took four years to bring into being—is an attempt to correct the greatest educational tragedy of our times! The fact that American schools teach nothing about the art—EXCEPT THE ABSOLUTELY BASIC AND VITAL TECHNIQUES OF AUTOMATIC SELF-CONFIDENCE . . . SELF-RESPECT . . . SELF-EXPRESSION . . . AND THE ABILITY TO COMMAND OTHER PEOPLE'S MINDS, ACTIONS AND AFFECTIONS!

Every one of us, who is any kind of realist at all, knows the truth of this fact:

It is not WHAT you know that determines your success in life, but WHO you know. And—much more important—WHO YOU CAN GET TO HELP YOU!

One ounce of personality is worth a ton of hard work! It is the person who can make other people smile who shoots up like a skyrocket through life!

The world is divided into two kinds of people—leaders, and followers. The leaders take the pearls of life; the followers take the crumbs!

But now, there is one place where you can learn leadership, just as you'd now learn bridge or backgammon! Where is it? It is a school that teaches you how to develop the POWER OF YOUR PERSONALITY, just as a golf school teaches you to develop the power of your swing!

Is there nowhere in this entire country where you can really learn THE ART OF SOCIAL COMMAND—the ability to draw other people to you . . . magnetize their attention and their thoughts . . . DIRECT THEIR EMOTIONS AND THEIR ACTIONS AS THOUGH YOU HAD DISCOVERED A STEERING WHEEL IN THEIR HEAD?

## YOURS FREE!

The great new \$6.00 best-seller, HOW TO DOUBLE YOUR POWER TO LEARN, Yours to keep FREE, even if you return the PERSONALITY POWER COURSE for every cent of your money back!

Yes, here is the revolutionary new How To Double Your Power To Learn which can turn you into a MENTAL WIZARD in a single evening! And it's yours FREE, with this special offer!

This book is designed to give you a greater mastery of Power-Learning Techniques in a single week than the average person develops in an entire lifetime! You prove this yourself, in the very first evening when you (1) FLASH-READ a magazine article in three minutes . . . (2) complete many words in a vocabulary test . . . retain their key ideas so completely that you can astound your friends with your insights years later! (3) DEVELOP A POWER-PACKED VOCABULARY in only two minutes a day! Learn thousands of colorful, emotion-packed words! Make your ideas crackle with interest and excitement . . . hold others spellbound with the power of your conversation! (4) DOUBLE YOUR PROBLEM-SOLVING ABILITY in math, business, finance! Become a whiz at figures . . . double your ability to make money in Wall Street, real estate, anywhere else you go . . . learn how to type faster . . . increase your computer accuracy! (5) WRITE CLEAR, COMPELLING ENGLISH, with no "goofs," no spelling mistakes. Skyrocket your career by making your business and social letters, memos, reports, sales letters stand head and shoulders above the crowd! (6) PASS ANY JOB OR PROMOTION TEST WITH FLYING COLORS! Whiz through night-school tests, license tests, IQ or job-qualification tests . . . make the right answers spring to the tip of your tongue the moment you think of them!

Thousands of men and women all over America have already paid up to \$6 each for this amazing volume. But now it is yours, ABSOLUTELY FREE, simply for saving us the cost of mailing for the PERSONALITY POWER COURSE!

Here's how easy it is to get the FREE BOOK:

Instead of sending in \$10 with the enclosed No-Risk Coupon, simply send in the full price of the PERSONALITY COURSE today—\$9.98. We WILL THEN AUTOMATICALLY SEND YOU YOUR FREE COPY OF HOW TO DOUBLE YOUR POWER TO LEARN anyway, as our gift!

AND YOUR FULL MONEY-BACK GUARANTEE STILL HOLDS TRUE 100%. Again, you try this Course ENTIRELY AT OUR RISK. If you are not delighted in every way simply return the course for every cent of your money back at once, and keep your FREE copy of HOW TO DOUBLE YOUR POWER TO LEARN anyway, as our gift!

The answer is Yes. There is a single school in the United States that teaches these skills. It is located in New York City. It is run by a European-born American, Dr. Gyula Denes. Its students are lawyers, doctors, engineers, educators, accountants, top business executives and community leaders—all of whom pay \$1,400 each for a single course, to learn to command "Magic Parts" of their voices and hands and body! YOU PROBABLY NEVER EVEN DREAMED EXISTED BEFORE!

For example:

## THE FIRST STEP: To Control The Silent Messages That Scream "Success" or "Failure" To Everyone You Meet!

Here is what these executive-students learn, the very first hour they attend this unique school (and what YOU are going to learn, in your own home next week, entirely at our risk):

1. Your body "talks"! It speaks a silent language that tells volumes about you the moment you enter a new room or walk up to a stranger, long before you speak.

2. Right now—if you do not know the secrets given you in this course—the odds are overwhelming that your body automatically sends out one of these three messages the instant you enter a new room: Either "afraid," "failure," or "nothing." NINE OUT OF TEN PEOPLE'S BODIES SAY THIS THE MOMENT YOU MEET THEM! CHECK THIS FACT YOURSELF!

3. But—most important of all—to correct this silent language . . . to change its message overnight to "success"—takes exactly five minutes of "one-on-one" coaching, plus a full-length mirror, PLUS THREE "RIDICULOUS" EXERCISES!

At the end of that first week alone, we guarantee that you will prove the power of this course to yourself BEYOND ALL DOUBT—simply in the attention and respect you automatically command from all the "barbar people" in the world (receptionists, secretaries, head waiters, sales clerks and the rest) BEFORE YOU EVEN OPEN YOUR MOUTH! This is the first technique taught to you by this revolutionary new course. But it is only the beginning!

## THE SECOND STEP: To Quadruple The Power Of Your Voice—Strengthen It Like You'd Strengthen A Muscle For The First Time In Your Life!

Now you go on, and turn your attention for five or six delightful days to the second "Magic Instrument" hidden inside your body, and used by only one out of every thousand human beings:

Now you change your voice—by completely forgetting what you are saying . . . to automatically insert the most attractive-working INTONATIONS AND ACCENTUATIONS THAT MAKE ANYTHING YOU SAY OVERPOWERING!

For example:

Can your voice today make a person jump into action to help you? Page 161 shows you how!

Can your voice today inject so much conviction into an argument that your personal has no choice but to agree with you? Page 153 shows you how!

Can your voice today fill a conversational comeback with such devastating wit that an entire roomful of people will roar with laughter at your bidding? Page 154 will show you how!

Yes, in just six of the most thrilling days of your life, this Course will show you how to use your voice as though it were an emotional keyboard! Filled in turn with drama, pathos, sincerity, inspiration, crackling excitement and all the other VERBAL PUSH BUTTONS THAT MOVE PEOPLE . . . magnetize their imaginations . . . trigger their own emotions . . . IMPEL THEM TO ACTION!

Like this—

## THE THIRD STEP: To Exert Almost Frightening Control Over Others!

Now you begin to experiment—hesitantly at first, and then with greater and greater relish as one victory follows another—with a sense of PERSONAL POWER and PERSONAL ATTRACTIVENESS that you may never have dreamed existed within you before!

HERE IS A TECHNIQUE to turning strangers into friends instantly, and now you begin applying it—to have them seek you out in a crowded room . . . to fascinate them immediately, the moment you open your mouth . . . without the need of any physical attractiveness . . . to turn on your social and emotional level . . . even if you felt they were "miles above you" only two short weeks before . . . to develop such a bond of mutual intimacy and respect that they BEG YOU to call them again, whenever you wish!

HERE IS A TECHNIQUE to defending yourself against the "Life Wasters", the "Social Vampires", the "Human Parasites" who are always ready to take advantage of you, and now you begin applying it—to take an automatic "no-guards" position in any social situation, no matter what the social synapses . . . to turn on your social and emotional level . . . even if you felt they were "miles above you" only two short weeks before . . . to develop such a bond of mutual intimacy and respect that they BEG YOU to call them again, whenever you wish!

YES, THERE IS A TECHNIQUE to walking off with life's prizes, and now you begin applying it in business, to have your MENTAL WIZARD power you to success . . . faster . . . easier . . . with your own talent . . . which could carry you . . . in your home life, to have even the most spoiled child respond to you with incredible new respect, new affection, complete obedience . . . in your marriage, to rekindle your mate's interest in you OVERNIGHT, stop taking you for granted, work harder and harder every year to please you, EVEN (IF YOU SO WISH!) REACT TO YOU FROM TIME TO TIME WITH OUTRIGHT JEALOUSY AT THE ATTENTION AND AFFECTION YOU NOW COMMAND FROM SWARMS OF NEW FRIENDS!

No Wonder Hundreds Of Community Leaders Paid

Up To \$1,400 Each For These Secrets! Now They

Are Yours—To Prove Without Risk—For Only

A Tiny Fraction Of That Cost!

This Gyula Denes PERSONAL COMMAND COURSE was originally designed as a monthly correspondence program—consisting of twelve



About the author: GYULA DENES, L.H.D.

**GYULA DENES** (pronounced Dennis) is a member of the New York Academy of Science and the National Vocational Guidance Association. For the past twenty years, he has been Director of the Denes Course in Positive Action and the Denes Psycho-dramatic Theatre, which has demonstrated its techniques to such groups as the New York State Society for Mental Health, The Lighthouse and the Federation of the Handicapped.

Gyula Denes has appeared on radio and television with such personalities as Steve Allen, Mike Wallace, Jack Paar, Johnny Carson, and has been the subject of articles in major newspapers and magazines both here and abroad.

separate sections (plus an eye-opening Personality-Appraisal Test). It was designed to sell for \$4 for each section, or \$48 plus postage for the entire program.

Since this Personal Command Course is completely unique . . . and since it allows you to accomplish feats of Personal Power that no other course or book has ever even dared attempt before . . . we believe it would be an exceptional bargain at this \$48 price.

However, since this original price would bar many people who desperately need this information, we have convinced Dr. Denes to remove the correspondence feature from the course . . . to take all twelve sections, and their unique accomplishments, and put them together in one handsome deluxe cloth bound volume . . . and release the course, not for that amount, but for \$19.98 complete.

But, we do NOT ask you to pay this amount until you have proven its incredible result for yourself. What we suggest instead, is this:

Send in the enclosed No-Risk Coupon today. Remit at this time only half the total cost of the course—\$9.98. Prove every claim we have made before you pay a penny more. If (as we believe) you are delighted, then and only then send us the remaining \$10. Or, if you are dissatisfied in any way, simply return the Course to us for your money back at once.

Thus you have nothing to lose. But you have incredible personal power—in much command over others. It will be hard for you to conceive of it today—to gain, send in the No-Risk Coupon—TODAY!

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I understand that I may prove every claim you have made before you pay a penny more. If (as we believe) you are delighted, then and only then send us the remaining \$10. Or, if you are dissatisfied in any way, simply return the Course to you, for every cent of my money back at once!

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# How to Defend Yourself Against the HUMAN PARASITES Who Want to Rule Your Life!

## BEWARE ESPECIALLY OF THESE FOUR TYPES OF HUMAN PARASITES!

There are two types of people in the world: the Givers, and the Takers. For every Giver, there are a hundred Takers. They are constantly trying to latch on to you...to force you to carry them on your back...to force you to give meaning and value, and direction to their lives.

There are also a hundred different disguises—a hundred different "hidden strategies"—to force you to become their constant servant. Your first task, therefore, if you want to achieve your own goals and not theirs, is to UNMASK them...to expose the hidden selfishness behind their so-called "noble motives"...and to throw them off your back, and onto their own feet...or good! This book unmasks them, one by one, for you like this—

### THE PERFECTIONIST:



May be a man or woman—wife or boss or fellow-worker. Always sets impossible standards for you to follow. Therefore, sets himself up as the Judge of your life...and always makes it clear that you will never succeed until every one of your achievements will fall short of his "standards"—and that you must endlessly keep trying to please him. You break his hold on you with one simple device. It is given to you on page 190

### THE INJUSTICE-COLLECTOR:



Controls you by continually giving you guilt. Manufactures incidents in which you are trapped into hurting his (or her) feelings. Then makes you pay for "forgiveness" by doing exactly what he wants. This trap is subtle; that you can only break out of it at one point. That point is shown to you on page 132

### THE HUMAN SWAMP:



Never stops telling you how "weak" and "passive," and "dependent" she (or he) is. You are the "strong" one—supposedly—until you try to get her to do something for herself, then nothing happens...she resists to move forward...develops all kinds of reasons and "illnesses" so as not to help herself—until finally, in desperation, you do it for her all the time again. You cannot throw many of these people out of your life...if they are married to them, or if they are related to you—but you can SHOCK them into independence at last by using the technique given you on page 227

### THE LOVE DOMINATOR:



Perhaps the most vicious of all. First "loves" you...then destroys you. Makes you pay for every minute of affection—with little pieces of your life. Has several sub-varieties, including: Friendships that hurt, and never last. Families that smother their own children. Passionate romances that turn down the heat to a lifetime of domination, exploitation, and continuous cutting-each-other-down. This one person alone can make your entire life a living hell. There is only one real solution (and it is NOT separation). You'll find it on page 105

### THE GREATEST SIN OF ALL— THE SIN OF OBEDIENCE

These Exploiters are universal; they intrude in every life. Therefore, every man or woman ever born has one fundamental problem above all others: How to pry open the clenched fists that these kind of people wrap around you!

This book is a text on doing exactly that. It is far simpler than you have ever dreamed, once you learn the reason why YOU GIVE THEM THE POWER TO DOMINATE YOUR LIFE!

The choice is up to you: You can enjoy others, or you can let them turn your life into a constant agony. The key to such a choice lies in this book. Why not read it from cover to cover, at our risk, TODAY!

This may be the most important (as well as painful) advertisement you have ever read. It is based on three simple facts:

(1) Most people spend 90% of their time doing what other people want them to do—instead of what they want to do themselves.

*This is Robot-Living. And there is a way to break out of it for good.*

(2) Most people are haunted by self-destructive feelings they don't understand, feelings that frighten and depress them. For example, the constant fear that you are really a somebody "but not quite". Or that you are now, and will always remain, a "second-class citizen" in life. Or the crushing realization that you always feel "poor" no matter how much money you earn, and always feel "inadequate" no matter how great your accomplishments.

*These are Robot-Feelings. They are emotional leftovers from your childhood, and are completely out of place in your adult life. In a moment, you will learn how to get rid of them for good.*

(3) Because of these two crippling pressures—the attempt of other people to constantly exploit you, combined with your own self-destructive feelings of inferiority—you (like most other people) spend your life in an emotional prison instead of a palace. You allow yourself to be surrounded by snobles instead of friends. You accomplish only a fraction of what you are really able to accomplish. You find yourself constantly driven away from the real enjoyments, the real achievements, the real meaning of your life.

*Once again, this is Robot-Living. And there is only one way to change it. Not by "will power". Not by psychoanalysis. Not by digging up the dead memories of your childhood.*

*But by this:*

**A New Kind of Psychology, That Says: "Forget Your Past, Forget Your Feelings of Inadequacy, AND TAKE FULL COMMAND OF YOUR LIFE—TODAY!"**

UNLEARN the mental habit that makes you automatically magnify other people's importance—and you will escape from their domination for good.

UNLEARN the mental habit that makes you automatically feel small when you meet an important new stranger—and you'll have twice the impact on him, from the very first word you speak.

UNLEARN the mental habit that makes you depend on other people to ration out little pieces of love, respect, enjoyment and "success"—and you can go out tomorrow and carve out as big a slice of life as you can swallow!

In fact, this New Psychology is so drastically different that it will actually *RESHAPE* your idea of what words like "love" and "respect" and "success" really mean. It exposes deadly psychological traps in these words that have been concealed from you to be fraudulant, empty goals all your life. It will show you how other people use these very words, to control your every move by threatening to deprive you of swallow!

The main goal, in brief of this new Psychology is LIBERATION—FREEDOM FOR YOU FROM FALSE FEARS AND FALSE FRIENDS! Because of this goal, the startling new book which brings this Psychology to you—to read from cover to cover entirely at our risk—is actually titled BEYOND SUCCESS AND FAILURE.

There are people, of course, who are trapped so tightly by these double pressures that their lives are squeezed into almost complete disaster. These are the chronic failures—or the alcoholics—or the compulsive gamblers—or the thousands of women who have been forced to stuff themselves with food till they swell up like balloons.

But here is the all-important point: Even these self-destructive addictions—that have dominated these people's lives for so long—they have been almost invulnerable to ordinary psychological treatment—have seemed to disappear of their own volition when these people tried a new kind of Negative Self-Therapy on them!

This new kind of Psychology is both startling and simple, and incredibly effective. In essence, it says that:

In order to escape from this double-pressure—for good—you need not learn anything at all! No rules—no formulas—no lessons at all!

Instead, what you have to do is this! UNLEARN the mental habits that are keeping you a psychological slave today!

Here are just a few of the traps it can free you from—starting with the very first evening you open its cover:

**The Only Real Way to Win Other People's Hearts and Minds! BY SATISFYING YOURSELF FIRST!**

One word of warning, however: This book is full of paradoxes. Statements (like the one above) will seem ridiculous at first glance—perhaps

even frightening. But then, as you read on, they will reveal themselves to be filled with the deepest and most ingenious truth.

For example:

Page 215 shows you why you must NEVER try to justify yourself when someone belittles you. And how to destroy their attack by doing nothing.

Page 66 shows you why the person who is trying to overwhelm you with their importance, is actually begging you for the one thing all their money can't buy. And why, if you know the right way to look, you will actually find such a person "naked under their mink coat."

Page 24 shows you why fear, hate, anxiety are NOT true emotions in themselves, but are the *disguises* invented for another, hidden emotion—such as anger, or pride, or greed. When you uncover this underlying childhood-delusion, fear of others seems to disappear overnight.

Page 178 shows you why, when you feel "guilty" about a bad habit, you would do better to forget it and let it go. And page 181 demonstrates that no amount of will power is of the slightest use in giving up those bad habits. And why, if you want to break them for good, you have to relax yourself out of them.

And then, starting on page 194, you are forced to confront the supposedly "Unsolvable" personal problems that are turning your life into a shambles—and learn why they may actually be the easiest to solve of all. Again, you are shown the paradox that the more years such a problem has plagued you, the easier it becomes to solve. And the quicker the true solution can take over. **ONCE YOU STOP FIGHTING THE PROBLEM, AND LET IT BEGIN TO CURE ITSELF!**

### Read It From Cover to Cover Entirely At Our Risk!

Plus so much more that we cannot even begin to outline for you here. This book is worth reading—and we ask you to read it from cover to cover entirely at our risk.

One point must be made again, however: *This is probably the simplest and most beautiful book on psychology you have ever read.* This New Psychology believes that we are NOT bound by our past, but can be liberated from it. If you can change your old, familiar thinking patterns—your NEGATIVE rules. These rules can be—and are—stated in language a six-year-old child can understand. They can be grasped immediately—put to work in your life immediately.

And they work. They are literally a new way to meet, and overcome, the painful and destructive situations other people (and ourselves) set up for us. They are hard-headed and rudely-realistic. And if you have the courage to try them, they can make a breath-taking difference in your life tomorrow!

Why not prove this to yourself—entirely at our risk—by sending in the enclosed coupon—TODAY!

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# THE SEVEN DEADLIEST CRIMES AGAINST YOURSELF

## Are you guilty of any of them?

**1** How many times in the last 24 hours did you risk a heart attack or an ulcer — simply because you didn't know a little fact about proper breathing?

**2** When was the last time you snapped at an imagined insult—and lost a true friend?

**3** Are you missing respect and popularity—by a hairsbreadth—because you're overlooking a simple principle of human dynamics?

**4** Is insomnia ruining your life—because you're omitting a 20-second, nightly routine?

**5** Are you starving yourself sensually—without even knowing it? Without knowing what to do about it?

**6** Do you cause secret misery to loved ones—when you're actually trying your hardest to help them?

**7** Are you leaving yourself open to daily tensions that can snowball into disastrous "blow-ups"?

If you're "guilty" of even one—you can turn the tables on tensions and anxieties with the help of this extraordinary new book

Laura Huxley, the author, is one of the most remarkable women of our time. Writer, musician, wife of world-famous Aldous Huxley, she is renowned as a dramatically successful therapist.

Her life-long crusade to increase human happiness and creativity has taken her to virtually every major civilization and culture of the world.

### From a Lifetime of Discovery— Potent Secrets For You

Laura Huxley has mastered the Buddhist secrets of tranquility. She has applied the healing power in the words of the Bible. She has identified and traced the life-giving principles that lead from the sages and philosophers of the ages to the psychotherapeutic advances of our own scientific tradition.

Through her extensive research and experimentation she has helped hundreds who have come to her for help and counsel. She has worked with equal enthusiasm and success in the mansions of millionaires and in the wards of hospitals. (One of her most gratifying triumphs occurred at a famous C. S. psychiatric clinic.) But in her own words, "My greatest satisfaction has always come from showing perfectly normal people how to make their lives richer than they ever dream possible."

And now in **YOU ARE NOT THE TARGET**, she reveals to you the essence of the exciting program which has made her such a sought-after counselor.

### Here are just a few secrets of successful living in **YOU ARE NOT THE TARGET:**

- How to conquer love-starvation.
- Sensual Pleasure. (You may never have really experienced it before.)
- A simple body rhythm—more beneficial than strenuous exercise. (This is the famed isotonic routine endorsed by the U. S. Olympic team.)
- "Bubble Freedom"—a giddy technique to clear your thinking. Ingredients: one pan of water and plenty of fun.

- How to start liking yourself. (You'll be surprised how much more others will like you.)
- The story of a beautiful girl haunted by a ghost—that will help vanquish the ghosts in your life.
- How to deal with pain.
- Something you can do anywhere, anytime—to help stop wrinkles.
- The fantastic value of silence.
- Delicious, natural substitutes for chemical tranquilizers.
- SPECIAL FOR YOUR CHILD—Some commonsense advice that can do wonders for his self-confidence at school—plus a tip on how to get him to eat carrots—or any other food he thinks he hates.
- When a headache strikes—strike back! And throw away habit-forming drugs.

### Why You'll Love Every Minute of Laura Huxley's Revolutionary Program

- It's completely private. You can do all of it by yourself.
- It's full . . . exciting, exotic, down-right unconventional. (Who ever heard of "smacking a Tether Ball"? But try it and you'll reap a harvest of relaxation that will brighten all your activities.)
- It costs nothing.
- It will strengthen and beautify your body—effortlessly. (Even as it gives you new happiness and peace of mind.)
- It begins to work immediately—the very moment you read Page One.

- How to feel even better at the end of each working day than you did at the beginning.
- Three things you must never say to your children—but almost everyone does.
- Miraculous water therapy—for sound sleep. It takes 20 seconds. It doesn't disturb your nightly routine.
- Master rules that cover what to eat and what *not* to eat—to keep healthy.
- How one dynamic executive in an "ulcer job" never loses his peace of mind and never gets heartburn.
- How to breathe and stretch—for magic dividends in health and beauty.
- SPECIAL HELP FOR THE SERIOUSLY TROUBLED—if you are one of the lucky people who have learned to live successfully in this modern world, why not share this great gift with a troubled friend or loved one? Introduce him or her to the therapies in this book. (You'll probably find that the counsel you've been meaning to share is strikingly close to the principles in **YOU ARE NOT THE TARGET**.)
- How to combat your "enemies"—in a way much more satisfying than slugging them—or snubbing them.
- The judo of dealing with tension.
- Three minutes that can end auto accidents.
- How to add glamour to all your cooking all the time.
- How to get rid of compulsion, fear, embarrassment and envy.
- How to cut down on smoking—painlessly and naturally.
- A simple, effective device that actually recharges your home with exhilaration. (The ancient Persians and the Moors discovered it—science has verified it.)
- The one nonsense syllable that makes sense. Use it the next time you get into a mental rut.
- Secrets of confidence for daily living—discovered by a leading anesthetist in the operating room.
- How to delve into your sub-conscious—and release untapped resources.



Laura HUXLEY, the authoress, is one of the most remarkable women of our time. Wife of world-famous ALDOUS HUXLEY, she is renowned as a successful therapist.

- A mental approach to improve your figure and your posture—without moving a muscle or counting a calorie!
- Techniques for unblocking your creative capacity. (This alone could mean the difference between success and just "getting by" in your career.)
- A reprieve for your heart—if you follow some simple advice.
- What sleeping with a loved one can mean.
- Ageless lessons from a Hindu God—to his beloved.
- To hell with caution! Dedicated to those over 40.
- How to be human—in an inhuman world. *and much, much more!*

Can you imagine how rich your life would be if you were freed of your heaviest emotional burdens? You don't have to imagine it. This book will show you how to live it.

**SYBILLE BEDFORD:** "A very wonderful book with great power behind it. If Mrs. Huxley's advice were generally read and practiced, it would change the whole fabric of our social situation. I have begun doing some of the recipes myself. As the book says, they work if we work."

**CHRISTOPHER ISHERWOOD:** "When a book is amusing and charming and quite easy to understand we are apt to dismiss it as a lightweight. Don't make this mistake about Laura Huxley. She offers you nothing less than a new life."

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# YOUR NERVES CAN CURE THEMSELVES

once you learn how to de-sensitize them,  
this doctor's ingenious new way...

## If You Suffer From A Single One Of These Torturous Symptoms Of Nerves, Tension Or Chronic Anxiety, THEN THE FACTS BELOW MAY BE THE MOST IMPORTANT YOU HAVE EVER READ IN YOUR LIFE!

Because they reveal, for the first time, how your nerves have tricked you into the following mental symptoms:

constant nervousness and over-irritation... indecision... depression... loss of confidence in yourself and others... feelings of unreality... overwhelming obsession with one or two terrible thoughts...

a hopeless feeling that your entire personality is coming apart... that your identity is dissolving... or that you may be helplessly drifting into a nervous breakdown!

And—equally as bad—how your nerves have tricked you into the following physical symptoms:

chronic fatigue, that starts in the morning, and grows worse as the day goes on... "missed" heartbeats—"racing" heart-palpitations—or sudden sharp pains under the heart... sweating hands—or "pins and needles" in either your hands or your legs...

"churning" stomach... nausea... choking feeling in the throat... inability to take a deep breath... tight band of pain around the head... "ready to jump out of your skin"... strange tricks of vision... weak spells... insomnia, that goes on night after night after night...

hand shaking... panic spasms... knots in your chest... dizziness... difficulty in swallowing... vomiting... and all the other physical tortures that turn your life into one continuous hell!

## And Every One Of These Nervous Symptoms Can Be Controlled... And Then Diminished ... And Then Eliminated—OFTEN BY AS LITTLE AS THIS ONE SINGLE INSIGHT INTO THEIR HIDDEN CAUSE!

And that insight is this:  
If you suffer from any of the nervous symptoms listed above, then you

### WHAT OTHERS SAY:

"...helped me so much and released me from the particular hell I have been living in since my breakdown six years ago." "I think of Dr. Weekes with admiration and deep gratitude, as I am sure thousands of other people are doing." "Looking back now, I am amazed at the progress I have made in such a comparatively short time." "It would be no exaggeration to add that your book saved my life."

"The method you give for cure of nervous conditions is so effective—and so simple—I cannot think why, out of all the professional people I have seen and all the books I have read in an effort to find a cure, nothing remotely like your system has been suggested to me."

"The great reassurance you give about the distressing physical symptoms of a disturbed nervous system is one of the greatest benefits to be derived from your book."

"You cannot possibly imagine what a relief it is to be able to view life normally again, instead of fear-panic all the while."

"I cannot describe the emotion I felt to find, at last, someone who really understood the problem and to hear her say the condition can be cured." "I hope the understanding person had the time to take all sufferers under her wing."

"I would like you to know that my nervous condition has so greatly improved through the advice gleaned from your most precious and invaluable book... that all symptoms have now disappeared and I rarely need Librium or sleeping capsules."

"My physician is amazed at my progress and of course I showed him your book which he borrowed and read thoroughly and is now recommending to other patients in like circumstances."

"My wife has made a vast improvement since using your book and now feels for the first time like getting away from the hospital altogether. I'm sure if she had had your treatment in earlier years she would never have had to go into the hospital at all."

### WHAT THE PUBLISHER SAYS:

HOPE AND HELP FOR YOUR NERVES has sold over 250,000 copies and has been endorsed by medical and mental-health associations throughout the world. Millions of Americans have heard Dr. Weekes on television and radio shows and have read excerpts from the book which recently appeared in Reader's Digest. If you are one of the many whose nerves are on edge and who sometimes feel panic and don't know why, this remarkable book was written for you. The reader discovers the simple treatment the author recommends for the dreaded and mysterious experience known as "nerves": Indecision, suggestibility, feelings of panic, sleeplessness, loss of confidence, unreality, depression, and countless other recognized feelings of ill health.

must understand at once that your nerves are not ill... they have not deteriorated... they have not lost their true physical health in any way! What has happened to them instead is that they have simply become OVER-SENSITIZED... "rubbed raw" by too much outside irritation... and are now ready to discharge the emotional and physical symptoms of panic at even the slightest thing that goes wrong!

Thus, the depression... indecision... loss of confidence and all the other emotional symptoms you feel are all caused by OVER-SENSITIZED nerves! And the churning stomach... palpitating heart... never-ending headaches and all the other physical nervous-symptoms you feel are—again—all caused by OVER-SENSITIZED nerves!

And therefore the way to treat ALL these symptoms is NOT with drugs... NOT with shock... NOT with medical formulations or hospitalizations at all! The way to treat these nerves is to change the poisonous-thoughts that are rubbing them raw!

And this is done (as proven by this internationally-famed physician on thousands of patients) in four simple steps! The first of which stops nervous symptoms (both physical and emotional) from multiplying from that moment on. The second of which serves to tranquilize and quiet down those over-sensitized nerves far more powerfully (and permanently) than any drug a pharmacist could ever give you!

The third of which lets you stop fighting those symptoms (which only intensifies them in an ever-increasing spiral of sheer torment), and instead lets them alone in an ingenious way that lets them start healing themselves!

And the fourth of which—the great reward—brings you slowly-hurried back to the person you used to be! With a new, enduring feeling of control and confidence that nothing can destroy! So much that this doctor actually comes right out and states bluntly: "The advice given here will definitely cure you, if you only follow it!"

### In Fact, Case History After Case History Proves That Cure May Be So Dramatically Quick That Your Friends And Family Will Beg You To Tell Them Your Secret!

Once again, it doesn't matter what physical or emotional symptoms you are now suffering from... how "deeply entrenched" they are... how long you have been plagued by them... how "old" or "weak" or "out-of-control" you may feel today! Here is specific, step-by-immediate-step advice that will (again to quote directly from the doctor) "banish every unwanted sensation and regain peace of mind and body!"

For example:

The two-minute self-treatment (you perform one ingenious little action with your chest) that ends sudden panic seizures on the spot—including all their side effects such as dizziness, pins and needles, involuntary stiffening of the joints, inability to breathe, and all the rest.

That "lump in the throat that won't go away"—how to banish it in minutes... and enjoy eating any food you wish to once again!

Physical weakness—perhaps the most dreaded of all symptoms—and (surprisingly) perhaps the fastest of all to banish!

How to deal with the twin monsters of fatigue and guilt! And leave behind emotional exhaustion... morning depression... thoughts that once raced around and around in your mind without cessation! (And leave them all behind—for good!)

Why so many patients who tried these simple techniques actually came out of their nervous sicknesses as far finer and stronger people than they ever were before!

How to recover from chronic tension caused by an insoluble problem! The only sane way to overcome it! How to avoid unnecessary suffering, for both yourself and others! And, perhaps, actually turn your worst defeat into crowning success!

The surest and most permanent way to cure obsessions!

How to tap the forces of Nature, every morning, that are just waiting to cure you!

How to bring happiness back into your everyday life! Not by waiting for some great event or reward... but simply by developing the eyes to see joy in the little things all around you!

How to beat insomnia! Again, specific, proven step-by-step instructions! Ten different aids that may have you waking up tomorrow morning as fresh as a baby, with eight full hours of blissful sleep replenishing every cell in your body!

And—the final goal: How to develop the kind of nervous control that automatically turns panic off the instant it starts! That frees you forever from "nervous-crutches" such as drugs or alcohol! That lets you pick up your life again from the point where over-sensitized nerves forced you

### ABOUT THE AUTHOR

DR. CLAIRE WEEKES became interested in the problems of nervous illness when she observed in her medical practice that those who suffered most suffered "nervously." Dr. Weekes is Consulting Physician to the Rachel Forster Hospital in Sydney, Australia. She has written articles for popular magazines in England and has appeared widely on English television.

Dr. Weekes has appeared with Mike Douglas, Arlene Francis, Barry Farber and many other U.S. radio and TV shows.



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# AT LAST! INSTANT RELAXATION!

Now! A noted psychological researcher shows you how to PUT YOURSELF COMPLETELY AT EASE — in seconds, with simple self suggestion — EVEN IN THE MOST NERVE-WRACKING SITUATIONS YOU FACE EVERYDAY.

**Yes!** Situations that might otherwise tear you apart with tension, now become completely within your control when you use simple self-relaxing techniques like these:

#### For example—

Are you vulnerable to other people's insults? Does other people's rudeness, hostility, impatience cause you to be upset all day long?

Then by all means turn to page 145 of Dr. Sullivan's revolutionary new book. Learn how easy it is to handle even the most antagonistic person—from rude sales help to waitresses to fellow workers to policemen. Prove to yourself that you can develop an invulnerable wall of self-confidence that quiets them down immediately... that puts you in command of the situation so that you walk away with a smile of self-satisfaction—and without the slightest rise in your blood pressure!

And this is just the beginning—

Do you have trouble falling asleep? Are your nights filled with shallow, dream-disturbed sleep that leaves you tired and dragged-out in the morning?

Then turn to page 139. You'll find four simple steps that will let you fall into a deep, refreshing sleep whenever you wish. Without drugs or tranquilizers — with nothing more than your mere desire to sleep.

You'll learn the secret of taking short "energy-naps" whenever you wish. That will rest you thoroughly in as little as ten minutes—give you a fresh charge of vitality upon awakening.

You'll even learn two "magic" words which, after you learn this amazingly simple system, will make you delightfully drowsy the moment you repeat them!

The methods in this book are so effective that they have brought deep, refreshing sleep to confirmed insomniacs. They will work for anyone. You can prove this yourself without risking a penny.

And this is still just the beginning—

Are you one of those people who frets and procrastinates about spending money for fear of making a mistake?

Then read every word on page 169. You'll find an entire section devoted to taking away anxiety and worry usually connected with buying a new home — purchasing an automobile — parting with any amount of money.

And you'll also discover a special piece of wisdom that will allow you to make up your mind in half the usual time—and cut your chances of making an error almost to zero!

Do parties and other social gatherings make you wish you'd never received the invitation?

You'd be surprised how many other people feel exactly the same way. But there's absolutely no need to feel uncomfortable, awkward, ill-at-ease at parties anymore. A simple technique described on page 229 will show you the secret of relaxing from the very first moment you walk in the door.

Yes, and you'll learn how to loosen up... express yourself freely... make people like you at once... leave a lasting impression of warmth and excitement—even if you know no one in the room only one short hour before!

Would you like to skyrocket your performance in sports—overnight?

Most people lose their smoothness and power because they "choke up" with tension in the crucial moments—when other people are watching them.

If you could eliminate this tension—if you could draw on all the power and coordination that's really in your body—then you would have a tremendous advantage over your competition before you even picked up a club, a racket or a ball!!

There are two entire sections in this book—starting on pages 228 and 239—

that show you how to keep cool, calm, at top form... no matter what the sport... no matter how high the tension mounts!

And the same exact techniques will be invaluable for you if you play cards... invest in the stock market... or have to buck cut-throat competition in your job or business.

And speaking of business, do you tie your stomach up in knots when you have to make a crucial decision—sit in on a business discussion... sell your boss or your co-workers on your ideas?

Then don't miss page 194. It's the beginning of six startling pages that are alone worth the price of the book to you. It gives you a new technique for making crucial decisions — fast — without anxiety—and with all the facts at your fingertips for perhaps the first time in your life.

This one secret alone — of letting vital decisions half-make themselves—can build you a reputation for nervous judgment that can alone be worth fortune to you.

And then skip back to page 61, and discover how to automatically drain away anxieties the very moment before you begin to sell others your ideas. So you can be completely at ease, whether you have to address a crowd of one hundred, or convince a single man in the privacy of his office.

Plus, of course, a thrilling new concept of "psychological judo," that shows you how to win people over to your point of view no matter how antagonistic they've been to it before. Again — alone worth the low price of this book!

Yes—even if the thought of a trip to the doctor or dentist is torture to you. Even if the buzz of his drill sets your nerves tingling in anticipation of pain!

Then you need page 91. For here are six simple steps—self suggestion in its most valuable form — that actually saves you hours of otherwise agonizing anticipation. We can promise you this: that when they are in immediate danger that you will actually be able to sit back in that man's chair and KNOW that the only thing you feel is relaxed!

And you prove every word of it, entirely at our risk. Here's how—

An entirely different kind of book, to give you an entirely new power to relax!

But this is still just the beginning.

This book doesn't restrict itself to just the "big-tension" crises alone. It also shows you how to relax completely in the dozens of borderline-tension moments that pile up on top of you every day — that build up to exhaust you by the time you get home at night.

For example, here's how to relax completely while you're driving, even in the worst traffic jams. How to relax at meal-times—either in crowded restaurants or at home with the children



## ABOUT THE AUTHOR

In addition to his doctorate, M. W. Sullivan has two master's degrees and two bachelor's degrees. He has taught at the Choate School, the University of Puerto Rico, the University of Madrid, Yale University, Marquette University, and Hollins College.

Dr. Sullivan was one of the principal investigators for a Carnegie Corporation grant in automated teaching media. He has also directed two institutes under the National Defense Education Act.

The author of three books, seven programmed courses and numerous other publications, Dr. Sullivan is now president of a research organization devoted to the preparation of programmed materials.

—that turns meal-times from a torture to a pleasure.

You'll learn the one big mistake most people make about recreation — that leaves them more nervous and tired than ever — and how to cure it in seconds.

You'll learn how to double the enjoyment you get from your children—with out having a cloud of mutual tensions ruin your relationships with them.

You'll learn how to use an hour in front of your TV set as a time—not to drain you of energy—but as a thrilling energy-restorer!

You'll find surprising secrets about complete relaxation while standing up. While sitting on a bus or train. While working at your desk. Any one of which could double the enjoyment and productivity you get out of every day!

Read it from cover to cover without risking a penny!

The name of this revolutionary new book is **FROM TENSION TO RELAXATION**. Its cost is only \$5.98 complete—for less than other books that do not do its work nearly as well. Its author is the noted psychologist, Dr. M. W. Sullivan, whose biography is presented elsewhere on this page.

Dr. Sullivan has created a book completely unlike any other book you have ever read before. A book in which **YOU LIVE OUT** actual tension-producing situations on the printed page... and then learn, in that very instant, how a few simple changes in your way of handling those situations can drain the tension right out of them! Put you in complete control!

You do not read this book — you live it! It incorporates the amazing PROGRAMMED-LEARNING techniques that have been used by the United States Armed Forces, by every large corporation in America, by colleges and universities all over the world — to cut learning time in half... to make memorizing automatic... to change habits that you would have never believed could be changed before!

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"But, Mummy, I NEED a Friend!"

"Why Does My Husband Belittle Our Son, Always Favor Our Daughter?"

"Why Is Our Boy a 'Fraidy Cat'?"

"Our Undersized Boy Is Called 'Shorty,' 'Pee-Wee,' 'Runt'."

"Why Does Our Mary Get So Fat?"

"Bedtime Is a Nightmare and We're Becoming Nervous Wrecks!"

"She Awakens Screaming and Hollering, in a Sweat from Head to Foot!"

"I Whopped Her Little Bottom and said 'No!'"

"Why Isn't Our Artistic Child More Sociable?"

## Does Your Child's Behavior Worry You Sick?

# Now—Gesell Institute Child Specialists Give You the Answers You Urgently Need

SO YOUR CHILD has a behavior problem. She is having nervous tics—eyes blinking, nose twitching. Or a neighborhood bully is throwing stones at your boy. Or your daughter sucks her thumb. Or you don't know what to tell your mother who just knows your one-year old should be toilet trained by now. Or your Tommy is getting poor school grades. Or your 12-year-old is a sleep walker . . .

Or any one of several hundred different kinds of child-behavior problems could be bothering your son, or daughter—and causing you no end of worry and sleepless nights.

Yes, child-behavior problems come in all varieties. Below we name just a few of the larger groups that arise to plague parents—that may be troubling you now or in the future:

### Varieties of Behavior Problems

ROUTINES — Eating — Sleeping — Elimination — Cleanliness — Clothes — Care of Hair — Bedtime Snacks — Night Terrors — Toilet Training, etc.

TENSIONAL OUTLETS — Thumb Sucking — Biting — Head Banging — Tantrums, etc.

INTERPERSONAL — Mother's Child — Criticism from 14-Year Old — Father-Child Relationship — Jealousy — Lipstick — Friends — Neighbors — Adoption Problems — Divorce and One-Parent Family.

DISCIPLINE — Stubbornness — Spanking — Spoiling — Hate Complex — Showing Off, etc. GROWING UP — Tomboyism — Boy Behaving Girlish — Wholesome Play Habits — Afraid of Dark — of False Faces — of Fire, etc.

GIFTEDNESS AND INTELLIGENCE — Fantastic Memory — High I.Q. — Solid Genius — Below-average I.Q.

PHYSICAL TYPES — Ectomorphs — Mesomorphs — Endomorphs — Too Fat — Left-Handed, Crossed Eyes — Too Small — Vision Training, etc.

DEFECTS AND DEVIATIONS — Retardation — Emotional Disturbance — The Autistic Child — Brain Injury, etc.

MORALS AND MANNERS — Cheating — Stealing — Fibbing — Sportsmanship, etc.

ILLNESS AND DEATH — Hospitals — Accidents — Loss of Pet, etc.

SCHOOL AND TELEVISION — Nursery School — Dancing School — Music Lessons — Television and Comics — The Dawdler — Juvenile Delinquency — Correcting Abuses, etc.

If, after reading the above list of Types of Problems, child-raising seems to be one endless chain of worries, you are quite right. Every child is a problem child. All fathers and mothers are beset by worries over their children's behavior from birth to marriage, and beyond. But children are still life's most wonderful blessing.

So don't push the panic button. Instead, let's face the facts. And the facts are that thousands of parents before you have had the very same type of child-behavior problems that bother you, and they've lived through them. And now you can benefit and be guided by all their cumulative experiences.

Good News for Parents—Priceless Practical Help Is Now Available

As far back as 1911 Dr. Arnold Gesell founded the original Clinic of Child Development at Yale University. That Clinic was the forerunner of the Gesell Institute of Child Development at New Haven where specialists have been studying the case histories, treatments and results on tens of thousands of child-behavior problems.

For over a generation they have been outstandingly successful in helping parents find effective corrective measures for every type of child-behavior problem. They have proved that child behavior, more often than not, follows predictable patterns...and that, if parents follow certain procedures, countless child problems may be corrected and the worries of parents relieved.

### Your Child's Problems Are Very Similar to Those of Hundreds of Other Parents

While each child is unique, and each family has its own versions of familiar problems, child-behavior problems do fall into groups. For instance, how many times have you heard variations of such problems as these:

- We love our Daughter very much and she loves us, but in thinking, we are world's apart. How can we narrow the chasm between us?
- Why doesn't our little girl eat her fruit? . . . Her green vegetables?
- My husband is so suspicious of every boy our daughter dates - what can I do?
- How can I be both father and mother to my child?
- Our six year old steals. — How can we cure such a fault?
- A friend told our adopted son he has another mother and father and they are no good. How can we save him from such torment and agony?

We could go on and on. But the above examples are sufficient to show you that the problems of your child are very similar to problems that have confronted thousands of parents before you.

That is one of the reasons why the experts at the Gesell Institute — Dr. Frances L. Ilg and Dr. Louise Bates Ames — have been so successful in helping parents. The doctors have given countless parents freedom from needless worries — step-by-step guidance for corrective measures — and new courage by showing them that their child is no worse than anyone else's, and actually very much like most basically normal children.

In fact the fame of Doctors Ilg and Ames has spread so far and wide that often they have received as many as 100 pleas for help in a single week from anxious parents. They have helped parents on probably over 50,000 child-behavior problems. Often there has been extremely heartening follow-up correspondence, proving that the desired results were obtained.

### Imagine Getting the Benefit of 50,000 Case Histories!

Now, because parents virtually demanded they do so, Doctors Ilg and Ames have put the gist and meat of those 50,000 child problem case histories into an invaluable, big, 426-page volume entitled, "PARENTS ASK."

They not only quote the pleas and letters from parents, but give the corrective measures, and often discuss the successful results. . . Thus these two foremost child specialists give you priceless guidance — not on one child problem — but on literally hundreds.

Cover All the Varieties of Problems Listed in the Opening of This Article, and Many More!

They answer and discuss these problems with wisdom and sympathy. If the problem is of a temporary nature that the child will soon outgrow, they frankly tell you so to dispel your worries at once. If the problem is more serious, they give you very specific advice and guidance on what measures you should take without delay.

Marjorie Eicher Writes:

"Most skillful advice is given parents whose child-behavior problems are serious and where professional help should be sought... The chapter on morals and manners is direct—avoiding a namby-pamby line, upholding high standards of firm discipline and honesty."

This book is invaluable to you because you will find in its pages, so frankly and helpfully discussed, the exact same kind of child-behavior problems that vex and worry you right now, or that will prove serious and worrisome as your child develops in the months ahead.

Child Specialists Charge  
\$5.00 to \$25.00 per Visit

When you are seeking to correct a child's behavior problem, as you know, a single consultation with a child specialist, doctor or psychiatrist may cost you from \$5.00 to \$25.00. And to effect a cure might well require many consultations.

How can you count the value of such guidance? Whether received from costly consultations, or in this inexpensive book, if it helps your child lead a normal, happy, wholesome, healthy life, it is literally priceless!

That is why, to mothers and fathers who love their children, we consider this volume so priceless, so invaluable, that we have made special arrangements to distribute it to Family Weekly readers at a substantial saving.

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"PARENTS ASK" sells throughout America at \$5.50. By using the Special Saving Coupon below you save 10% — get book for only \$4.95 — if ordered before October 15th. . . . For your own peace of mind, and for your children's sake, claim this finest guidance that money can buy. And get it for a pittance, while books last.

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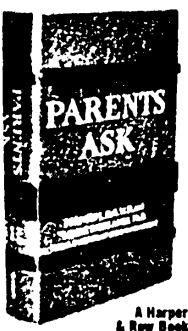
### Parents, Doctors and Educators All Endorse Gesell Institute Book

Why? Because "PARENTS ASK" brings them guidance—at an unbelievably low price—from two of America's leading child specialists.... Also because it is a Gesell Institute book and Dr. Arnold Gesell is the world-famous child specialist who founded the original Clinic of Child Development at Yale University.

The two authors of this helpful work are Frances L. Ilg, M.D., and Louise Bates Ames, Ph.D. Dr. Ilg is known for her child health work in America and Eu-

rope and is now Director of the Gesell Institute. Dr. Ames has won renown in child psychology and for years was personal assistant to Dr. Gesell.

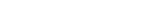
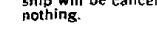
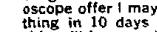
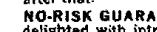
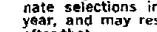
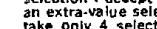
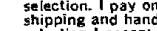
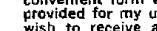
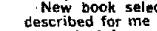
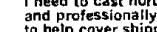
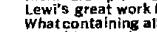
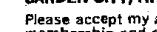
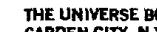
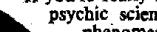
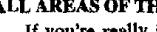
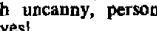
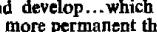
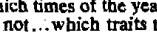
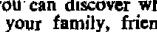
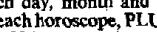
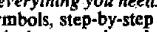
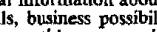
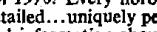
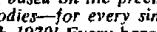
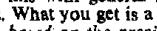
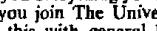
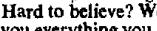
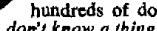
Together they have been writing a daily syndicated newspaper column on "Child Behavior," and have answered pleas for help from tens of thousands of parents. In their book they now give you the benefit of the lifetimes they have devoted to the effective handling of all types of child-behavior problems.



# SEND US 10¢ AND WE'LL SHOW YOU How To Cast Your Own Professional Horoscope!

—And we'll include everything you need!

when you join The Universe Book Club and agree to accept—at great savings—only 4 books in the coming year



Is it true the amazing secret of TELECULT POWER

# AUTOMATICALLY BRINGS YOU ANYTHING YOU DESIRE...

And in 10 seconds starts to draw Riches, Love, Fine Possessions, Friends, Power, Secret Knowledge, and much more into your life? See for yourself!

Yes, a staggering miracle has happened; A brilliant psychic researcher has discovered a secret—so powerful that it is said to bring your desires to you, from the invisible world, like a blazing streak of lightning!

Yes, how would you like to be able to sit in your living room, give the command for love, and instantly have your loved one appear at your side? Or give the command for money, and suddenly find a big, thick roll of dollars in your hand?

Now, a daring new book called TELECULT POWER lays bare this magic secret, and shows how it can bring fortune, love, and happiness. And Reese P. Dubin—the man who discovered it—makes this shocking claim . . .

## "Great Wealth And Power Can Be Yours!"

Admittedly, the concept this book proposes is completely opposed and contrary to normal human knowledge and experience. "But at this very moment," says Mr. Dubin, "I have startling proof that I want you to see with your own eyes! I want to show you . . .

- "How diamonds and jewels have appeared, seemingly out of nothingness, shortly after the use of this strange secret!"
- "How a man used this method for a pocketful of money!"
- "How a woman used it to fill an empty purse!"
- "How a farmer received a pot full of gold!"
- "How another user Teleported a gold jewel box to her, seemingly out of thin air!"
- "How a woman used this method to regain her lost youth!"
- "How a man, growing bald, claims he renewed the growth of his hair with this secret!"
- "How a woman used it to bring her mate to her, without asking!"
- "How another woman summoned a man to her—out of thin air!"
- "How a man heard the unspoken thoughts of others, with this secret!"
- "How a woman saw behind walls and over great distances, with it!"
- "How a man broadcast silent commands that others had to obey!"

Let us now clearly demonstrate to you the scientific basis behind the new wonderworking, Miracle of TELECULT POWER!

## "How Telecult Power Brings Any Desire Easily And Automatically!"

For many years, Reese P. Dubin dreamed of a way to call upon the invisible forces at work all around us. He spent a lifetime digging and searching for the secret. These investigations brought him knowledge that goes back to the dim recesses of the past.

One day, to his astonishment, he discovered that he could actually broadcast silent commands, which others instantly obeyed. Using the secret he tells you about in this book, he tried it time after time—commanding others to sleep, get up and come to him, talk or not talk, and act according to his silent wishes. It worked every time!

Working relentlessly from this evidence, Reese P. Dubin succeeded in perfecting a new kind of instrument—called a Tele-Photo Transmitter—that concentrates your thoughts, and sends them like a streaking bullet to their destination!

OTHERS OBEY SILENT COMMANDS! Writing of the success of this method, one user reports the following experience:

"I willed her to pick up and eat a biscuit from

a plate in a corner of the room. She did so. I willed her to shake hands with her mother. She rushed to her mother and stroked her hands . . .

"I willed her to nod. She stood still and bent her head, I willed her to clap her hands, play a note on the piano, write her name, all of which she did."

"No one can escape the power of this method," says Mr. Dubin. "Everybody—high or low, ignorant or wise—all are subject to its spell! And unless the person is told what's being done, he will think the thoughts are his own!"

**HEARS THE THOUGHTS OF OTHERS!** Experimenting further with the Tele-Photo Transmitter, Reese P. Dubin soon found that he could "tune in" and HEAR the unspoken thoughts of others. He says, "At first, these hearing impressions started me, and I took them for actual speech, until I realized that people don't usually say such things aloud! And their lips remained closed."

**SEES BEYOND WALLS, AND OVER GREAT DISTANCES!** Then he discovered he could pick up actual sights, from behind walls and over great distances! And when he "tuned in" he could see actual living scenes before him—as clear as the picture on a television screen!

**MAKES WOMAN APPEAR—SEEMINGLY OUT OF THIN AIR!** With mounting excitement, Reese P. Dubin launched one of the most exciting experiments in the history of psychic research. He wanted to see if the Tele-Photo Transmitter could bring him an actual material object! He chose, for this experiment, the seemingly impossible: an actual living person!

He simply focused the Tele-Photo Transmitter, by dialing the object of his desire. In a flash the door burst open, and there—standing before him, as real as life—was his long-lost cousin!

He stared and rubbed his eyes, and looked again! There—smiling, with arms outstretched in greeting—stood living proof of the most astounding discovery of the Century!

## Dial Any Treasure!

You'll see how to use the Tele-Photo Transmitter, to summon your desires. This special instrument—your mental equipment—requires no wires, and no electricity. "Yet," says Mr. Dubin, "it can teleport desires, swiftly from the invisible world . . ."

When you dial your desire—whether for riches, love, or secret knowledge—you capture its invisible, photoplasmic form, at which point "it starts to materialize," says Dr. Dubin.

"Telecult Power can work seeming miracles in your life," says Mr. Dubin. "With it, is it possible to dial any desire—called a Photo-Form—then sit back, relax, and watch this powerful secret go to work?"

## "Instantly Your Life Is Changed!"

With this secret, the mightiest force in the Universe is at your command! "Simply ask for anything you want," says Mr. Dubin. "whether it be riches, love, fine possessions, power, friends, or secret knowledge!"

Suppose you had dialed Photo-Form #2 for Jewels, for example. That's what Margaret C. did, in an actual example Mr. Dubin tells you about. Rich, glittering diamonds and jewels literally appeared at her feet: a pair of gold earrings, which she found that morning . . . a surprise gift of a pearl necklace, and matching silver bracelets . . . a beautiful platinum ring set with emeralds and diamonds, dropped on her front lawn!

"Almost overnight," says Mr. Dubin, "it can start to multiply riches, bring romance and love . . . draw favors, gifts, new friends . . . or anything else asked for! It isn't necessary for you to understand why. What is important is that it has



already worked for many others . . . men and women in all walks of life . . . worked every time . . . and it will work for you, too!"

## Brings A Pocket Full Of Money!

You'll see how Jerry D. used this method. He was broke a week before payday. All he did, he says, was to dial Photo-Form #1. Suddenly he felt a bulge in his pocket. Lo and behold! He took out a roll of money . . . fives, tens, twenties . . . and more! Obviously, it had been placed there—but when? And by whom?

## A Brand New Car Comes!

Marty C., a taxi driver, reports that he just dialed Photo-Form #4, sat back, relaxed, and waited for things to happen. In a short time, great excitement filled the house. His wife came hurrying in, saying, "We won it! We won a car and a cash prize! They just delivered it!" He got up and went to the window. There, big and beautiful, standing in the driveway, was a brand new Cadillac!

## Brings Mate Without Asking!

Mrs. Conrad B. reports that she was tired of "pursuing" her husband, as she called it. She wanted him to voluntarily do the things she longed for, take her places, show affection. But he hadn't looked at her in years. He would fall asleep immediately after supper, or watched the ball games, or read the papers. Secretly Mrs. B. decided to try this method. She dialed Photo-Form #9 for Love! Instantly, her husband's attitude changed from boredom to interest and enthusiasm. And from that day forward, he showered her with kindness and affection! It was like a miracle come true!

## The Power Of This Method!

There are so many personal experiences which I could recount, stories of healing, wealth, and happiness with this secret, that I find myself wanting to tell all of them at once. Here are just a few . . .

• REGAINS HAIR GROWTH! Walter C. had a shiny bald head with just a fringe of white hair showing around the edges. He tried this method,

and soon his hair began to regrow. The new hair came in thick, dark, and luxurious!

• ROLLS DICE 50 TIMES WITHOUT MISSING ONCE! You'll see how this secret gave Albert J. the power to roll the dice 50 times, without missing once, and—for the first time in the history of Las Vegas—walk away with \$500,000!

• DISSOLVES ALL EVIL! You'll see how this amazing secret revealed to Lawrence M. the people who were trying to make him look silly a-work—actually revealed their secret thoughts—made them confess and apologize!

If TELECULT POWER can do all this for others, what riches, what rewards, what amazing results can it also bring to you?

## MAIL NO RISK COUPON TODAY!

**GREENLAND BOOKS, Dept. 5060  
4500 N.W. 135th St., Miami, Florida 33054**

Gentlemen: Please rush me a copy of TELECULT POWER by Reese P. Dubin! I understand the book is mine for only \$6.98 complete. I may examine it a full 30 days at your risk or money back.

Enclosed is check or M.O. for \$ \_\_\_\_\_

**YOU MAY CHARGE MY:  
MASTER CHARGE**

Acc't # \_\_\_\_\_

Inter Bank # \_\_\_\_\_ (Find above your name)

Expiration date of my card \_\_\_\_\_

OR YOU MAY CHARGE MY:

DINERS' CLUB  AMERICAN EXP.

BANKAMERICARD

Acc't # \_\_\_\_\_ Expiration date of my card \_\_\_\_\_

Name \_\_\_\_\_ (Please print)

Address \_\_\_\_\_

City \_\_\_\_\_

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

Television Psychic Bob Ferguson shows you

# MAGIC WORDS TO COMMAND MIRACLES OF WEALTH, LOVE, AND HEALTH-IN MINUTES!

Here is staggering proof, based on actual reported miracles, that what has worked for thousands will absolutely work for you!

Yes, how would you like to say some magic words, and be showered with hundreds of dollars in as little as 45 minutes? Or use amazing healing words, and get rid of crippling ailments instantly! Do you realize that it is possible to instantly and secretly command others to do your bidding . . . punish evil doers . . . see behind closed doors . . . be anything and have anything your heart desires . . . with magic words so simple yet so powerful, they can only be described as miraculous?

Yes, soon miracles will be happening to you every day, with the amazing secret of PSYCHIC TELEMETRY! My name is Robert A. Ferguson. You may have seen me on TV. I have shown hundreds how to use this amazingly simple power to command instant miracles to happen in minutes!

Impossible? I have staggering proof that it's not only possible but absolutely true and that this MIRACLE POWER WILL ABSOLUTELY WORK FOR YOU—to change your life from poverty to riches, from poor health to radiant new health, to bring whatever you desire almost instantly! I'm not exaggerating when I say the sky's the limit!

## POSITIVE PROOF THAT WHAT I SAY IS TRUE!

Right now I'm going to prove to you how easily PSYCHIC TELEMETRY works for you. Remember, I cannot profit by exaggeration. What I tell you has got to be true, and it costs you nothing to find out for yourself.

• HUNDREDS OF DOLLARS IN 45 MINUTES! I have a report here from Mary D. who needed \$400 quickly. She had no idea where she could get the needed money. Her sister gave her a "Psychic Telemetry Enchantment" to say. In only 45 minutes, she received \$400 from an unexpected source!

That's chickenfeed compared to the staggering results many others have achieved with these magic words! Dave E. had been unable to find a job, and had only 3 days left before having to pay a big bill. He didn't have a cent. In one session, I showed him how to use the Psychic Telemetry Prosperity Ritual. The next morning, he was all smiles, as he reported a sudden windfall of \$2,000—more than enough to pay the bill. A miracle? Of course! Yet just a very average example of the power of these magic words!

Dave used the Prosperity Ritual at about 9:00 P.M. At 8:00 A.M. the following morning, he got the money! As simple as that! I HAVE HUNDREDS OF CASES ON FILE, PROVING HOW EASILY MIRACLES HAPPEN with these magic words! Before I give you the next case, let me say this: DO YOU NEED MONEY? Say the powerful words on page 37! With this secret, money is always available to you!

You can get any amounts of money at any time you need it! I am telling you the sky's the limit on how much money you can ask for and receive quickly with this power! Proof?

## HOW AGNES C. WON OVER \$500,000 WITH THE WORDS FOR WINNING CONTESTS!

Agnes C. was told about enchantments and spells, but insisted that she possessed no psychic powers and never had any psychic experiences. Here's what happened: she kept dreaming of a man in a flowing robe with dollar signs all over it, holding up 7 fingers, saying: "A dollar a day keeps poverty away!" She purchased a one-dollar lottery ticket.

"I simply could not believe it when my number was drawn for the grand prize (7 days later). I still can't believe it," she says. "I won over a half-million dollars." Agnes and her family are now enjoying their new lakefront home with its private boathouse and dock. They have two expensive autos and all the other luxuries money can buy.

The point is: YOU CAN USE THE SAME SECRET! You'll find the very words she used on page 37 of my book, and it won't cost you a single cent to find out what they are, and how they'll work for you.

## MAGIC WORDS FOR MIRACLE HEALING!

Before I tell you how YOU may achieve a MIRACLE HEALING, let me tell you how a man was healed of arthritis in FIFTEEN MINUTES! A friend of mine, Louie A., tried the power Ritual for Magnetic Healing on page 146 on his next-door neighbor, Ken, who was confined to a wheelchair with arthritis. In a matter of minutes, the crippled man was WALKING! "I haven't been able to walk for months," he said, "and you got me out of my wheelchair."

Since that day, Louie has been able to heal "incurable" diseases! AND YOU CAN DO THE VERY SAME THING! This is just an average case. With this power, you can command healings like this on almost a daily basis. I'm telling you this power is FANTASTIC!

Look what you can do, with exact words I give you on page

139-140—

- Cure ulcers, nervous headache, and insomnia! Calm the nerves!
- Cure diseases of the liver and spleen—stop bleeding!
- Strengthen the eyes, control epilepsy and disorders of the stomach!
- Cure heart disease, increase circulation, and heal gout!
- Heal burns, conditions of the nose, throat and sinus, treat hay fever and asthma!
- ... and much more! With these words, you ask great rays of healing power to enfold you, pulsating within every nerve and cell of your body, cleansing, soothing and healing! Whatever you are trying to heal, you know the job will be done.

## MIRACLE CURES REPORTED!

Do you realize that it is possible to get rid of crippling ailments almost instantly with healing words? You can command that all sickness and disease be banished from your body! Here is a force so powerful that it almost defies description! It can heal a wounded limb or return sight to the blind . . . raise the crippled from their beds! It has brought miracle cures to the suffering and the lame!

• KIDNEYS MIRACULOUSLY HEALED! Evelina's only hope was to find a suitable kidney donor. She was so weak, it took two people to almost carry her to the hospital for her frequent treatments. There seemed to be little hope for her. With this method, she says—

"My whole body began to sing—it felt like little electric shocks were playing games at the small of my back . . . suddenly . . . I knew I was healed! I leaped from my bed and ran into the living room screaming, 'I'M HEALED, I'M HEALED!' Our house was filled with tears of joy that night."

Today she is so healthy, she can hike and even climb mountains! It happens all the time with PSYCHIC TELEMETRY!

• HOW HARVEY C.'S ASTHMA WAS CURED! Harvey C. suffered asthma all his life. He could never run more than a few steps, without gasping for breath. Doctors were unable to cure it. I was so positive Harvey's asthma could be cured, I merely had him say the words on page 139-140. He never had another asthma attack! Now he can run and even play tennis!

• HAROLD SAW HIS LUNG SPOT VANISH! Harold F. was shocked, when told he had a spot on his lung, and needed an immediate operation. His wife quickly used the amazing healing words on page 145. The day before the operation, when x-rays were taken, the doctor was baffled. "I don't know how to explain this," he said. "Your lungs are perfectly clear."

## MAGIC FORCES THAT WORK MIRACLES

Once you call on them, powerful forces stand ready to fulfill your every command. You can be confident that they will work a miracle.

• HOW ALLEN F. WON \$800 AT THE CRAP TABLE AFTER USING THE MAGIC WORDS ON PAGE 34! Allen F. needed \$800 by Monday morning. It was Friday already, and things looked hopeless. He's never been inside a gambling casino and knew nothing about roulette, craps, or blackjack, but he had a strange urge to try it. With only \$1, he said the magic words on page 22, turned silently, and headed for the crap table. He threw the dice, and it came up 7. He tried it again and again. A crowd gathered. The dice were changed, but he kept throwing 7s. He walked away with \$800!

Anyone could use these magic words. When you use them, what you command does happen! You can count positively on real results. It always works! It is not evil—nor is it Black Magic. Like electricity, it is simply a power given by nature to make life easier!

• MAGIC WORDS GIVE YOU POWER OVER OTHERS! Say the magic words on page 44 to make others do your bidding. With this Enchantment, you send forth mighty rays of power to impress those whom you command to bend to your will at all times. It makes other people like putty in your hands! No one can resist you! Let me show you how easily this happens!

To use this power is simplicity itself! Say the magic words—then just sit back and relax. Within seconds, minutes at most, you will have a willing, obedient slave!

You can stand next to a person and place a thought in his or her mind. When others are asleep, you are free to speak directly to their subconscious mind. Your voice is remembered upon awakening. People obey your commands. It's fantastic!

• MAGIC WORDS THAT BRING YOU LOVE! Say the magic words on page 47, to command and guide the perfect partner to you . . . to command him or her to be blind to your shortcomings, and fulfill your every need and your every desire!

• MAGIC WORDS FOR SECRET KNOWLEDGE! The magic words on page 164 allow you to become an invisible traveler to anywhere in the world. You can listen to conversations and you can see what's going on, completely undetected. You will experience the ability to walk through walls and doors. Nothing can be kept secret from you—there is no longer such a thing as a locked door. You can enter any place at will. If you wish to know about



## ABOUT THE AUTHOR

ROBERT A. FERGUSON, author, lecturer, and Psychic Telemetry teacher, has been involved in the occult field for over thirty years. He has been a frequent guest on many television talk shows, and has had articles published in magazines such as *National Enquirer*, *Ourselves*, *Psychic World*, and others. Mr. Ferguson has been called, "The leading authority in this field" by a number of prestigious Societies in England. He has also acted as psychic consultant to top American corporations and entertainment personalities.

others, you can secretly and invisibly watch their every move and hear their every word!

• MAGIC WORDS PROTECT YOU FROM EVIL! Say the magic words on page 51, for attunement with the pure rays of power that come to you from the Great Cosmic Mind . . . to affirm protection from every curse or evil influence . . . Say them to command divine protection, and that no evil will be able to penetrate your shield of power, and that those who would send you evil shall be powerless, and their evil shall return to them a hundredfold.

• MAGIC WORDS TO SEE INTO THE FUTURE! There is no need to blindly stumble into the future. When you say the magic words on page 62, your psychic eyes will open, and you will see actual visions of future events. Vision upon vision will flash brilliantly into your mind. If there is danger ahead, Cosmic Mind will flush you the warning so a possible catastrophe can be avoided. If there is tremendous goodness in the future, all will be revealed to you!

## THE AMAZING SECRET OF COSMIC DUST!

On page 204, I tell you the amazing secret of *Cosmic Dust*: how to make it and USE it to bring good fortune, punish evil doers, and heal the sick! The 3 needed ingredients are easy and inexpensive to obtain. (You may already have them, in your kitchen or basement storage areas.) Put a level teaspoon of each in a bowl and mix well. Your *Cosmic Dust* is then ready to work amazing miracles for you!

You owe it to yourself to try it! Could anything be fairer? Why not send in the No-Risk Coupon—TODAY!

## MAIL NO RISK COUPON TODAY!

PROGRESS BOOKS, LTD., Dept. PI-329  
3200 Lawson Blvd., Oceanside, N.Y. 11572

Gentlemen: Please rush me a copy of PSYCHIC TELEMETRY: *New Key to Health, Wealth and Perfect Living* by Robert A. Ferguson! I enclose \$10.95 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. postage and handling charges. Same money-back guarantee, of course.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

Please print

ZIP

# NOW—You can Live Like A King and never want again with the Miracle Power of...

# OMNI-COSMIC

It's true! This hidden energy power responds at once to help you gain endless streams of wealth...control the thoughts of others...achieve protection from evil...make illness and pain disappear...and much more!

Dear Friend:

How would you like to be able to say a few words and transform an ordinary piece of glass into a MAGIC MIRROR which will produce all the riches, love, power, health and happiness you wish to create in your life?

Or how would you like to be able to say four power words to summon MAGIC SAGE who will come to your command any time you want him? Or say four other power words to help find lost people or treasure? Or nine words to heal an area of your body?

Now it's possible to do all these things and more—with the Miracle Power of OMNI-COSMICS. OMNI-COSMICS will enable you to perform the so-called "impossible" feats. With it, you will be able to attain a paradise on earth for yourself and for all those you love.

My name is Ann Fisher, and I'll tell you more about this amazing offer in just a minute, but first let me show you all the things OMNI-COSMICS will help you do...

- Produce money "from out of thin air".
- Make illness and pain disappear.
- Control the thoughts of others.
- Find lost people and treasure.
- Avoid problems before they arise by looking into the future.
- Win money in a horse race or a lottery.
- Travel actually to faraway lands.
- Turn thoughts into solid material things.
- Repel black magic or voodoo attacks.
- Find your perfect mate and achieve marital happiness.

## YOU WILL BE ABLE TO PRODUCE MONEY "FROM OUT OF THIN AIR!"

I'll show you how to use OMNI-COSMICS to achieve endless streams of wealth. And I'll tell you right now that whatever you desire, you can have—I MEAN ANYTHING—and it can be obtained quickly and easily.

You may want a new car, a new home, a swimming pool, a mink coat, a diamond ring, an exclusive apartment, a fabulous vacation, some money to clear up your debts, or an income for life of say \$20,000, \$50,000 or even \$100,000.

Well now, with OMNI-COSMICS, you'll see how to materialize the miraculous things you desire . . . You can become as wealthy as you wish . . . You can live like a king and never want again! Just look...

• **POOR WOMAN WINS \$100,000**—Florence, a woman in her forties, was short of money for years. I mean she was really poor. Her shabby clothes came from friends of the Salvation Army. She hadn't bought anything new for herself in many years. But six weeks after using an OMNI-COSMICS technique I showed her, a miracle happened to Florence—she won an whopping \$100,000 after buying an Irish Sweepstakes ticket.

• **FACTORY WORKER WINS \$1,000 A WEEK FOR LIFE**—John R., a factory worker, was desperately in need of money for his rent, car payments and a pile of unpaid bills. He was discontented and unhappy and he could see no help in sight. But after doing an OMNI-COSMICS ritual I showed him, he bought a lottery ticket which paid \$1,000 a week for life—enough to pay all his bills, take a long trip with his family, and build a new house!

• **STUDENT PICKS NINE WINNERS IN A ROW**—David A. needed money to go to college in the fall. He had never been lucky at the races, but he decided to try OMNI-COSMICS to finance his college education anyway. After performing the right ritual, he went to the track and picked out all nine winners and came home with a grand total of \$1,600—which was enough for college that fall!

## YOU WILL BE ABLE TO CONTROL THE THOUGHTS OF OTHERS—WITHOUT EVEN SAYING A WORD TO THEM!

With this Power, you can get the lover you want, change the attitude of a troublesome child, get a friend or neighbor to respond to your requests, or get a boss to give you that raise or protection you feel you deserve. You can influence a person to see it your way or do the things you want him to . . .

## ABOUT THE AUTHOR

ANN FISHER, an instructor of parapsychology at the State University of New York at Albany, and a nationally recognized psychic medium, parapsychologist and ghost hunter, is a foremost authority and investigator of the higher powers of the mind. After many years of intensive investigation, she discovered the mighty power of Omni-Cosmics—the miraculous power source revealed for the first time in this book. Ann Fisher has displayed her psychic abilities on many radio and television programs.

...you can stimulate the person's memory process, move his fingers, make him do what you want, repeat the words you want him to say, and do many other things. It does work. No one can resist this command power. See for yourself.

• **GETS SHY BOYFRIEND TO PROPOSE MARRIAGE**—Marilyn K. was in love with Kevin. They had dated for two years and were very much in love, but Kevin was shy and couldn't muster up enough courage to propose. Marilyn then tried my method of contacting Kevin's subconscious mind and suggesting that he propose. Later—out of the blue—Kevin popped the question!

• **WOMAN GETS PROMOTION AND DOUBLES HER SALARY**—Judy K. wanted to be promoted to a new position that was opening up where she worked. She knew she could handle the job, but she needed a chance to prove herself. A few weeks after she used an OMNI-COSMICS technique to tap her boss's mind, she was called into his office and given the job. A year later, she doubled her salary!

What's more, with the Miracle Power of OMNI-COSMICS, you'll be able to know the innermost thoughts of people in the next room or thousands of miles away—or even what a person is thinking when you talk to him on the telephone!

## USE OMNI-COSMICS TO PROGRAM A PROTECTIVE FORCE AROUND YOU!

Today we live in an age with many negative influences around us. If you believe that voodoo and psychic assault does not exist in this Twentieth Century, you are incorrect. Negative forces do exist today and they do work.

Now, with OMNI-COSMICS, you can build a protective force around you so that you will have nothing to fear at all. That's just what John and Pamela did—and look at how they were saved...

• **INVISIBLE FORCE SAVES MAN FROM DROWNING**—John K., a fair swimmer, went out too far one day. When he was in the middle of the lake and there was no one in sight, he became very tired and started to sink. Somehow John, a regular user of OMNI-COSMICS, was saved. He didn't know how he got back to shore for he had felt an invisible force carrying him over the top of the water to land safely. OMNI-COSMICS saved him from drowning!

• **OMNI-COSMICS SAVES LIFE OF YOUNG LADY**—Pamela, a young student in one of my classes who habitually uses the protective powers of OMNI-COSMICS, was driving on a city street one day and heard a voice say "Stop or you will be killed." It was lucky she did, for another car went through the intersection at a high rate of speed. She would have been killed or seriously injured if she had not stopped.

You'll also see how, with OMNI-COSMICS protective powers, other people were able to repel a black magic attack . . . reverse a voodoo curse . . . travel with safety . . . get saves from a mugging attempt . . . and much more. THEY DID IT—AND SO CAN YOU!

## SEE HOW TO USE OMNI-COSMIC POWER FOR INSTANT HEALING!

Do you want perfect health? OMNI-COSMIC healing power will respond immediately when you use the right power ritual. After a while, all illness and pain will disappear!

• **OVERCOMES SERIOUS KIDNEY ailment**—Terry J., a dear friend of mine, had just found out that he had a very serious kidney ailment. His doctor told him that his condition would shorten his life and that he "needed rest." But two months after he used an OMNI-COSMICS health ritual I showed him, his doctors were amazed to discover that his kidneys were in perfect working condition and that no signs of illness existed!

• **HEALS ULCER AND IMPROVES BAD HEART CONDITION**—Perry had a very bad heart condition and also a serious ulcer. His doctor wanted to remove his ulcer, but was afraid to operate because of the heart condition. But when Perry went back to his doctor after using an OMNI-COSMICS ritual I showed him, his ulcer had healed and his heart condition was greatly improved!

With my PERFECT HEALTH ritual, soon you will feel your body becoming stronger, healthier and more dynamic. I DID IT—SO YOU CAN! Just look...

I was told when I was very ill with asthma, that I would have to use a breathing machine three times a day for the rest of my life. My doctor told me that only one out of a hundred was ever cured of this disease.

But I refused to accept this. By running in my OMNI-COSMICS power, I was able to get better and eventually cure the asthma!

So why suffer from less-than-perfect health when you can discover how OMNI-COSMICS can be used to overcome nervous stomach, migraine headaches, skin blemishes, and insomnia; lower high blood pressure . . . and heal ulcers? In fact, with OMNI-COSMICS, you'll even see how to lose weight effortlessly and be more youthful with lots of energy!

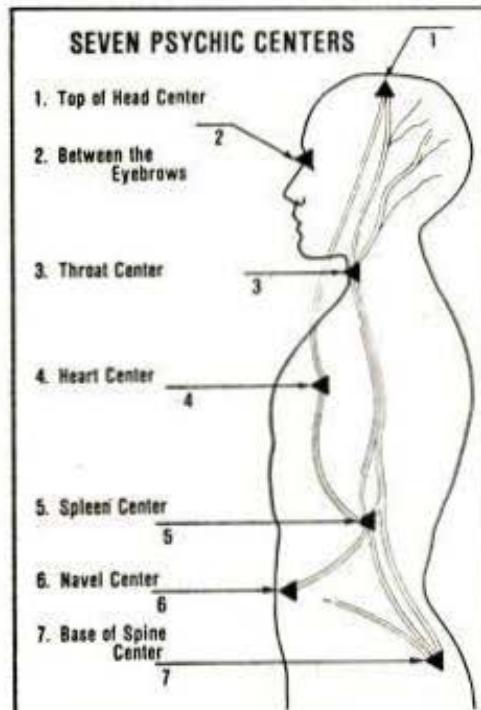
## MIRACULOUS WEIGHT CONTROL AND MORE YOUTHFUL ENERGY!

Yes, with OMNI-COSMICS, you can lose weight and be thin for the rest of your life! Look at these astonishing cases . . .

• **LOSES 95 POUNDS IN SIX MONTHS**—Samantha was 235

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pounds at age 29. She had never had a date and was resigned to her dull life of work and watching television every night. But after using an OMNI-COSMICS ritual I showed her, Samantha lost 95 pounds and met a young man. She is now happier than she has ever been in her entire life!

• **LOSES 50 POUNDS AND GETS A MINK COAT**—Joyce W. was 50 pounds overweight and suffered from high blood pressure, arthritis, and other ailments that kept her feeling sick most of the time. But after using OMNI-COSMICS power, she was able to lose those 50 pounds. Her health improved and she looked and felt like a new person. In fact, her husband was so proud of her new figure, he bought her a mink coat for her birthday!

## OMNI-COSMICS RESPONDS AT ONCE!

Tap OMNI-COSMICS power instantly for it responds at once. You can use it, as others have, to avoid trouble, accidents and bad health . . . predict the future with 85-90 per cent accuracy . . . know when you are lucky . . . make the right decision when faced with many choices . . . and more!

With your OMNI-COSMICS ability, you will be able to tap into the spirit world and contact your loved ones, friends or people you want to meet or convey messages to you. You will be able to tap into what's going on in time and space, and pick up information about UFO's and life outside our planet earth.

## YOURS TO PROVE—FOR 30 DAYS—AT OUR RISK!

See for yourself how easy it is. Try it at our risk! Fair enough? Send in the No-Risk Coupon—TODAY!

Most sincerely,

Ann Fisher

## — MAIL NO RISK COUPON TODAY! —

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Gentlemen: Please rush me a copy of "OMNI-COSMICS: Miracle Power Beyond the Subconscious" by Ann Fisher! I enclose \$10.95 plus \$2 postage and handling. I may examine this book for a full 30 days or return it for prompt refund of purchase price.

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. charges. Same money-back guarantee, of course.

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## REVEALED AT LAST!

# 265 "KINETIC-ENERGY" CHANTS WHICH WILL BRING YOU ANYTHING YOU WANT—AUTOMATICALLY!

You can win a fortune . . . obtain a raise . . . bring pressure to bear on others . . . protect yourself and family . . . win the love of the one you desire . . . and much more!

Yes! ANYTHING can be yours when you use these Kinetic-Energy chants, says renowned psychic Raymond Buckland.

How would you like to be able to speak 32 words and receive a financial windfall?

Or four words to recover from a serious illness?

Or utter three simple words and purge a demon from your body or from the body of someone near and dear to you?

Or three words to mend a broken limb?

Now it's possible to do all these things and more—simply and automatically—with the 265 Kinetic-Energy chants discovered by renowned psychic Raymond Buckland.

If you would like to make all these amazing things happen by

### DISCOVER THE CHANTS THAT:

#### PUT YOU KNEE-DEEP IN THOUSAND DOLLAR BILLS

- 5 chants for a financial windfall
- 5 chants for sudden earned wealth
- 5 chants for a gambling win

#### INCREASE YOUR INCOME

- 5 chants for investment interest
- 5 chants for a better job
- 5 chants for a raise

#### BRING CONSTANT MONEY FLOW

- 5 chants to settle a job situation
- 5 chants to bring a steady job

#### SETTLE A DEBT

- 5 chants to return that which was loaned
- 5 chants to bring money to another

#### FIND TREASURE

- 5 chants to discover an antique
- 5 chants to find a rare book
- 5 chants to locate treasure

#### CAPTURE THE HEARTS OF THOSE YOU DESIRE

- 5 chants to win the heart of the one you desire
- 5 chants to gain admiration and respect

#### DISPENSE LOVE AND BREAK UP UNDESIRABLE FRIENDSHIPS

- 5 chants to dispel another's affections
- 5 chants to separate a couple

#### BRING PRESSURE TO BEAR ON OTHERS

- 5 chants to bring pressure to bear on others
- 5 chants to bring about a decision in your favor
- 5 chants to reverse a decision

#### HEAL AN UNHAPPY MARRIAGE

- 5 chants to heal an unhappy marriage
- 5 chants to reunite those who have separated

#### IMPROVE YOUR HEALTH

- 5 chants for vitality
- 5 chants to overcome a minor ailment
- 5 chants to recover from serious illness

#### OVERTAKE BAD HABITS

- 5 chants to stop smoking
- 5 chants to overcome a nervous habit
- 5 chants to gain self-confidence
- 5 chants to stop overeating

#### SOOTHE YOUR NERVES

- 5 chants to calm and soothe nerves
- 5 chants to prepare you from an unsettling situation

#### HEAL OTHERS

- 5 chants to reduce a fever
- 5 chants to ease suffering
- 5 chants to amend a broken limb
- 5 chants to bring about a full recovery
- 5 chants to reduce the need for narcotics

#### BOOST YOUR PEP AND ENERGY

- 5 chants for better living
- 5 chants for continued vitality
- 5 chants for physical form

#### PROTECT YOU FROM EVIL

- 5 chants for a circle of protection
- 5 chants to use against unknown entities
- 5 chants to reinforce your aura

#### BREAK ALL CURSES

- 5 chants to uncross another
- 5 chants to free yourself

#### PURIFY OTHERS

- 5 chants to purify a house or building
- 5 chants to purify an object
- 5 chants to purify a person

#### PUT AN END TO HARRASSMENT

- 5 chants to protect you from legal proceedings
- 5 chants to protect you from monetary harrassment
- 5 chants for the expulsion of unwanted visitors

#### PROTECT YOUR HOME AND FAMILY

- 5 chants to free yourself
- 5 chants to protect your home
- 5 chants to protect your family

just reading these magic chants right out of a book, STOP WASTING YOUR TIME and send for your No-Risk 30-day trial copy of Buckland's "The Magick of Chant-O-Matics!"

I'll tell you how to take advantage of this amazing offer in just a minute, but right now, look at all the things you can actually do with Kinetic-Energy chants and see if any or all of them are for you:

- Become knee-deep in thousand dollar bills . . . Regain your health . . . Look better, feel better . . . Heal others . . . Break all curses . . . Protect yourself from evil . . . Protect your home, family . . . Increase your income . . . Capture the hearts of those you desire . . . Put pressure on others . . . End bad habits . . . Dispel love and break up undesirable friendships . . . Purify yourself, your home and others . . . Obtain a constant flow of money . . . Find treasure . . . Settle your debts . . . Heal an unhappy marriage . . . Protect yourself from harrasment . . . Soothe your nerves . . . Sound like a miracle? Maybe it is, but the 265 chants listed in this truly amazing book actually draw out the explosive Kinetic-Energy locked within your body and help you use it for whatever you want!

#### KINETIC ENERGY CHANTS CAN BRING YOU SUDDEN WEALTH TO COVER ANY EMERGENCY

You can use any of the 265 Kinetic-Energy chants to survive a need for money. By using them, that crisis which would knock your neighbor to the ground will not even cause you to stagger!

**WINS LOTTERY**—Widow W., for instance, managed to put food on her table in the two years following her husband's death by doing odd sewing jobs. But the mortgage payments on her cottage were falling further and further behind—so far behind, in fact, that the bank was on the verge of foreclosing on the mortgage. One day, a neighbor suggested that she try a chant for "a financial windfall." Sure enough, after investing one of her hard-earned dollars in the state lottery and reciting one of the chants, she won \$10,000 in the next drawing!

Raymond Buckland, long regarded as one of the foremost authorities on the occult, says that "there is no reason at all why these inflationary times should retard our economic growth." To prove his point, he shows how Bob M., who was having financial problems after moving away from his parents, received word of three better-paying jobs only one day after he used one of the magical chants for a "better job."

Not only can you use Kinetic-Energy chants to obtain all the money you will ever need, but they also help you with your love life—whether you are married or still looking for your ideal mate!

**WINS "IDEAL GIRL"**—Mike J. fell head over heels in love with Janet M., who was considered as the "ideal girl" by many of her male contemporaries. But to Janet, he was just another guy, Mike thought. Imagine his surprise then, when after a dance several nights after using a chant "to win the heart of the one you desire," many an envious eye watched as he left the hall with Janet firmly on his arm!

And remember, it doesn't matter that you have a rival or several rivals for the person's affections. These Kinetic-Energy chants will see to it that YOU are triumphant!

If you are married, but your marriage is not a happy one, you can use Kinetic-Energy chants to do what even a trained marriage counselor cannot always accomplish. For example:

**SAVES MARRIAGES**—Deirdre C.'s marriage was on the rocks. Her husband, Chris, did not only squander his paycheck at the local tavern every week, but he lost his job in the process. Distraught, Deirdre turned to Kinetic-Energy chants to "heal an unhappy marriage." Within 24 hours, Chris was a new man! He suddenly came home, showered, put on a new suit, and went looking for a new job. From that day on, he has not even touched a drink!

#### YOU CAN GIVE YOURSELF A CIRCLE OF PROTECTION FROM ANY KIND OF ATTACK—BE IT PERSONAL OR SUPERNATURAL

**STOPS SLANDER**—Fran W. was the victim of vicious rumors which were about to destroy her marriage. Soon after she used a Kinetic-Energy chant "to bring pressure to bear on others," however, the rumors slowed and finally died—saving her marriage!

**PURGES DEMON**—Curtis F. was convinced that he was possessed by a demon because he not only found himself doing things he didn't want to do, but things he actually fought with himself to avoid doing. For example, he loved animals. Yet, one morning, for no apparent reason, he took his beautiful pet rabbits outside and killed them one by one. Tears streamed down his face as he did it, but he had absolutely no control over his actions! Shortly after using a chant "against unknown entities," his problem ended. "Somehow," he said, "I feel as though I've been thoroughly cleansed. I feel great!"

With the knowledge of Kinetic-Energy chants, you have the power to purify—he it a house, a person, or whatever. You are, through the power of a chant, the most powerful exorcist there is!

With these chants, you have the power to ensure that you are safe from accident, safe from disease, safe from impending disaster.

### MEET THE AUTHOR

**RAYMOND BUCKLAND** has been actively involved in the study and teaching of the occult for over 25 years. During his career, Dr. Buckland has appeared on numerous radio and television programs and has lectured extensively about chants. Dr. Buckland was the founder of America's first museum of the occult and is regarded as one of the foremost authorities on the subject. His name has appeared in several reference books, including *Who's Who in America*, *International Authors and Writers*, *Who's Who and Dictionnaire of American Biography*.



Are you safe from death? Well, look at the case of Peggy P., daughter, and judge for yourself.

**SAVES DAUGHTER'S LIFE**—Peggy P. had a premonition that there would one day be a terrible accident at the gateless railroad crossing just outside the New Jersey village where she lived, and feared that her daughter might be involved in it. Less than a week after using a protective chant, her daughter's school bus was hit by a freight train—killing 28 of the 40 persons on board. *Peggy P.'s daughter was the only one to escape injury of any sort!*

Kinetic-Energy chants protect you from impending disaster!

**SURVIVES TORNADO**—Jerry F. had always heard how destructive tornadoes could be, but he had never experienced one. One fateful day, however, his turn came as a tornado approached his home with the speed of an express train. Using a protective chant, he and his family emerged from the tornado unscathed—to find that his was the only house left standing for blocks around!

#### CHANTS FOR YOUR HEALTH

In this tremendous book, you will find the same health chants countless other people have used to achieve miraculous results. You'll see how Danny S. astounded his doctors by treating his mysterious stomach ailment . . . how Geoff L. overcame his stuttering problem and became a radio announcer . . . how a country girl overcame her nervousness of a big city . . . how Margaret L. recovered from a near-fatal drug overdose . . . and much, much more!

These Kinetic-Energy chants can and will eradicate all signs of increased years. The wrinkles can disappear; the hairline stop receding; the paunch deflate; the double chin and spare tire disappear—all through Buckland's health-retaining chants!

#### SEE FOR YOURSELF—FOR 30 DAYS—ENTIRELY AT OUR RISK!

This book is so jam-packed with chants and actual cases where people have used them to tap their powerful Kinetic-Energy, that I simply cannot tell you about it all in this advertisement. But I would like you to see for yourself ALL the chants that I have described.

All you have to do to get your copy is to mail the No-Risk Coupon right now. Your book will be sent promptly so you can start reaping its benefits! When you get the book, you have 30 days to try out any or all of the 265 chants and see if they are everything I say they are.

You owe it to yourself to try it. Otherwise send it back for a full refund and owe nothing. So hurry. Order yours—today!

#### MAIL NO RISK COUPON TODAY!

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Gentlemen: Please rush me a copy of *THE MAGICK OF CHANT-O-MATICS* by Raymond Buckland! I enclose \$10.95 plus \$2. post & handling. I may examine this book for a full 30 days entirely at your risk or return it for a prompt refund of purchase price.

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postage balance, plus C.O.D. charges. Same moneyback guarantee, of course.

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# "Let me show you the secrets of WHITE WITCHCRAFT"

## —secrets that have helped others:

- Bring money and prosperity!
- Gain power over others and control their actions!
- Attract and hold a lover! • Win at gambling!
- Ward off the hex and stop the "evil eye"!
- Get rid of demons!

**My Name Is Al G. Manning. I Run The E.S.P. Laboratory In California, And Whether Or Not You Believe In Witchcraft, I've Seen Things Like This:**

- A Chef in a big restaurant, who sprinkles a salt and herb mixture around the building whenever business slows down. In minutes, the place is full of people! It always works...
- A girl whose boyfriend has been avoiding marriage, who feeds him a Witch's formula, and he suddenly proposes!
- A married woman, who burned some Love Attracting incense in the presence of her very old stud cat. She was amazed at the effect it had on him—and later on her husband, as well!
- Another woman, who, planning a trip to the races, used bread crumbs, prosperity oil, incense and a special money chant—and won \$150 at the track!

### All Of This Is Witchcraft... Real Witchcraft. And It Works! Don't Let Anyone Tell You It Doesn't.

I use Witchcraft myself, and I can tell you it works. But I'm not here to convince you of anything. I simply must tell you the facts of my six years of research at the E.S.P. Laboratory.

And the plain fact is: Witchcraft is here... Witchcraft is real... and the powerful spells of Witchcraft really work... bringing love, prosperity, personal power, security, protection, and more for all who use them!

Believe me, it's a sobering experience to discover how many ordinary people, from all walks of life, are using Witchcraft—spells, chants, incantations, potions—real Witchcraft, to get what they want. And they swear it works!

### HOW TO USE RITUALS AND SPELLS TO ATTRACT MONEY & PROSPERITY!

There are many better ways to make money than an 8 to 5 o'clock job—in fact, you never heard of a millionaire who got there by saving it all out of his wages. In my book, you'll discover... how Cynthia S., a young housewife, used two candles, incense, some salt, water, and earth, and a special incantation to receive money and new prosperity. She reports:

"I waited a full month to see if it was all just a lovely dream, but it is reality indeed! During the first week... my husband got an unexpected promotion with a \$100 a month raise, the kids suddenly became 'dolls' and have stayed healthy, and both of my neighbors who had seemed so hostile have been most friendly..."

• OFFICE WORKER GETS RAISE!—You'll see how Sam O., who seemed constantly "on the carpet" at work for making too many mistakes, used this ritual and spell... Within a month the criticism from his boss had turned to praise and a \$25 a month raise. Three more months brought Sam a promotion!

• RECEIVES \$950 INSURANCE WINDFALL!—W. G. reports: "I used the Prosperity Chant at the end of my Nature Spirit Friendship ritual for three straight evenings. The morning of the 4th day I received a call from my insurance broker telling me that he had a check for \$950 for me. I don't really understand it yet, but... yesterday it was worth nothing, and today... \$950. That chant is great!"

• ELDERLY MAN NOW RICH!—You'll see how an elderly gentleman, barely able to make ends meet, selling office supplies, used the Prosperity Chant and ritual. Now, he says: "I have all I want in a wardrobe, beautiful home and a new car, but best of all a richer, happier life. I don't tell many people about this... But it works! Every night now, I have an extra ritual just to

say thank you to the wonderful forces that are obviously helping me."

• WINS THREE \$50 BETS!—Still another user, R. S., reports, in just two weeks, "I won three different \$50 football pools... got an unexpected raise... and an annoying wart dropped off the back of my hand."

The powerful Spells of Witchcraft can, indeed, produce wonders for you and your loved ones. Your neighbor may already be using Witchcraft in secret... if he seems to be leading a charmed life... if everything seems to be going his way... while others no better, no smarter... are still having an uphill struggle.

### HOW TO USE RITUALS TO GAIN POWER OVER OTHER PEOPLE!

Had a run of bad luck lately? Are you having trouble with your marriage, your love life, your job? Are other people forcing you to knuckle under to them, agree with them, do things for them against your will? Any psychic attacker who wishes you evil can use Witchcraft to make you suffer. Your neighbor may already be using Witchcraft on you in secret.

If a cloud of "bad luck" seems to follow you, it's time to learn to protect yourself with the secrets of White Witchcraft. The "evil eye" and psychic attack may seem ridiculous in the 20th Century, but they are real. It is altogether possible for a person to sit quietly at home and make your life miserable.

Why let these people push you around? If you can follow a few simple instructions, in plain English, I'm going to show you how to use ordinary, everyday items like salt, candles, water, incense, dirt, and stones set yourself free from the "evil eye"—and from the people who have been bothering you, once and for all.

### RITUAL TO DESTROY YOUR ENEMY'S POWER TO HARM YOU

When Mrs. Sharon D. tried to talk her son out of dating a certain girl—she didn't realize that the girl knew Witchcraft. And when her son innocently told the girl—that's when trouble really started!

All manner of ridiculous things seemed to happen to Mrs. D.—dishes would break in her hands, she had five flat tires in two weeks (the tires were almost new!) and the people on her job became hostile. Her son moved in with the girl and refused to come back.

That's when Sharon D. realized it was not coincidence. It was Witchcraft. Fighting fire with fire, she began using the Ritual to Destroy Your Enemy's Power to Hurt You. Little by little, the girl's hold on her son began to slip—and after a week, the manifestations of psychic attack slowly subsided. A week later, her son broke up with the girl and apologized to his mother.

### SPELL TO BIND A LOVED ONE TO YOU!

Do you feel lonely and unwanted? Is the romance slipping out of your life? Are you worried that your mate doesn't love you anymore? In my book I give A Complete Love Attracting Ritual that has worked for scores of people.

Here's a typical comment: "I have lived alone for ten years now. It has been a dull, lonely life from my empty apartment to my dull job and back. Nobody ever even called me on the phone. I decided to use your love ritual. By the third day, people at the office who had never noticed me were coming up to chat and invite me to lunch. I have made ten wonderful new friends in just one week, and one of them looks like a real love interest!"

But don't take my word for it! It works for

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### ABOUT THE AUTHOR

AL G. MANNING received his education at the University of California, where he received his Bachelor of Science degree, *Summa Cum Laude* (at the head of his class), and was elected to the Phi Beta Kappa and Beta Gamma Sigma honor societies. In addition to being a Certified Public Accountant, he holds the degrees of Master of Religious Science, and Doctor of Divinity.

Early in his career, Dr. Manning was the Controller, Corporate Secretary, Vice President, and President of several large companies in the aerospace and electronics industries. After active service in the Korean War, a deep personal tragedy caused him to turn to the study of religion and the inner world of the mind. His work led to the formation of the famous E.S.P. Laboratory in Los Angeles.

anybody! I have prescribed it for many people who have come to me with similar problems. All are now happily married!

### INCANTATIONS, RITUALS AND SPELLS AS USED IN HEALTH MATTERS!

If you want to remain healthy, vigorous and strong, my book shows you exactly how to call upon the powers that brings these results. Call on them and I am certain mighty forces will come to your aid.

You'll see how a 60-year-old woman was relieved of an asthmatic condition... how another ritual brought back a woman's girlish figure... how a business man was relieved of ulcer symptoms... how another user was relieved of a fibroid tumor in 7 days... how a case of emphysema (lung trouble) ceased to be a problem in 6 weeks, and why the person says, "It's virtually unbelievable. I can even run and climb stairs... The rituals seem too simple to do much good, but they work for me!"

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Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. postage and handling charges. Same moneyback guarantee.

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Now—enjoy a life of unbelievable riches, lasting love and constant protection with the secrets in this startling WITCH BOOK—



Whatever it is you need or want, Witchcraft can get it for you quickly, easily, and automatically, say these experts. You'll discover how it can bring abundant and overflowing wealth, find or bring back a lover, ward off evil influences, and much more—step-by-step in plain English, with complete easy-to-follow instructions!

Yes... Witchcraft! Every time you hear the word it brings with it the feelings of deep occult secrets—secrets that you would like to know so that your life can be better; so that your enemies will stop bothering you; so that serenity, love, power and comfort can be yours!

**THE MAGIC POWER OF WITCHCRAFT** lays bare these secrets for the first time! Do you want a bank account bursting at the seams with money? A love life that would make a sultan envious? Supreme power to crush your enemies and reward your friends? What would it be worth to you to utter a simple incantation that would cause any pain to vanish? Or say another, and immediately recover some lost object?

What would it be worth to you to fly through time and space, on astral wings, as witches do... go wherever you wish... do whatever you wish... without being detected... watch the antics of others behind closed doors... hear private conversations... make time run forward or backward... read tomorrow's newspaper in a "black mirror"... find out what really happened in history... make your face old or young at will!

#### BRINGS AUTOMATIC ASSURED SUCCESS!

Witchcraft can bring your heart's desire! You can use it to heal someone, influence the boss to give you that raise, or make someone stop bothering you! It's easy! The easiest thing in the world! You don't have to be wealthy or super-intelligent to get started! Thousands of ordinary people all over the world are using Witchcraft Power right now!

Witches have known for centuries that people are scared of them and their powers! And rightly so! **NOW YOU CAN SHARE THE SAME POWER** that gives you—literally—life and death control over other persons! Is someone bothering you? No problem at all, with Magic Witchcraft. For example, there is a spell called the "Cross Not My Path" ritual, for people who are having neighbor trouble. When you use it, you know you will never again have trouble with this neighbor!

With these amazing Witchcraft secrets, other people will look up to you—in awe—you'll automatically dazzle others with your power to make things happen at your will, you'll be Master of your destiny, and never have to apologize to anyone for anything!

Whatever you want or need, whatever frustration is bothering you, Witchcraft will help you. It is not evil—not is it Black Magic. Like electricity, it is simply a power given by nature for the use of man, to make life easier.

You'll see how to get paid without working... how to get expensive clothes and furs FREE... how to get a first-class plane seat FREE... how to vacation at the finest hotels, motels, pools and pleasure palaces, start living like a millionaire as Witches do!

#### AMAZING TECHNIQUE HAS HELPED THOUSANDS!

Witchcraft secrets like these can make you rich faster than anything else in the world! Here's how others have used them to make

### Now! Let This Amazing Witch Book Bring You INFINITE WEALTH, FINE POSSESSIONS, A COMFORTABLE NEW HOME, FINANCIAL SECURITY, LOVE, CONTROL OVER OTHERS, And More—Easily And Automatically!

For centuries, these Witchcraft secrets were hushed up, so that those in power could stay in power. Feudal lords kept their bondsmen as slaves. Factory owners kept their employees in dressed sweatshirts, because these masters knew they must not allow their workers to realize that they need not labor their lives away. Witchcraft has always been—because it works! Not because of any "evil" in it. If it hadn't worked, no one would have worried about it. If you want to gain power, all you need is this amazing Witch Book!

By using these Witchcraft secrets, you too can change your life and gain health, wealth, someone to love—or anything else—surely, swiftly and automatically!

\* **THE WITCH'S MONEY JAR**—You'll discover the secret of the Witch's Money Jar, a mysterious jar that fills with money—wherever you want or need it! All you need is some water, pennies, and an ordinary jar or bowl! You'll be amazed at the speed with which it fills with money—a seemingly endless supply of needed cash!

\* **THE WITCH'S MONEY MAGNET**—You'll see how to magnetize a dollar bill so that it multiplies! All you need to make your own Witch's Money Magnet is a dollar bill, a green candle, and the words on page 38. Once you do this, your dollar will double and keep doubling! You'll enjoy glittering luxuries, and start living like a millionaire, as Witches do!

\* **THE WITCH'S BLACK MIRROR**—Just as your TV set has been called your "window on the world," so the Black Mirror is your "window on the psychic world"—the world of the unknown. Making your own personal Black Mirror takes only a few moments and can open the way to unguessable visions. All you need is a bowl of water, some ink, and the chant on page 23. Suddenly you will see scenes from other places and times, or any scene you wish to see!

#### IN THIS WITCH BOOK YOU'LL DISCOVER...

- How to Cast Spells that Really Work!
- Your Magic Window on the World!
- Personal Protection!
- Telepathy Made Easy!
- Influencing Others to Do Your Bidding!
- Controlling a Conversation!
- The Technique of Silent Persuasion!
- Using Witchcraft to Find Friends!
- How to Find the Lover You Want!
- How to Bring Your Perfect Mate to You!
- How to Dominate Others!
- Witchcraft Power for Money!
- Witchcraft Power to Make You Irresistible to Others!
- Spells for Finding Lost Objects!
- How to Always Win with Luck Spells!
- More Power for Bigger Goals!
- Inhalating Cosmic Energy!
- Recharging Your Cosmic Batteries!
- Raising Your Vital Energy Level!
- How to Keep Evil Forces Away!

miracles happen in their daily lives!

You'll see how Vern, a man who likes to give a lot of expensive parties, was always short of cash until he discovered the amazing WITCH'S MONEY JAR—all he has to do is dip in, for it brings him an endless flow of cash! Evelyn, a waitress, was always lending money to friends, and was always broke. Finally, she placed her last dollar on the table, and worked the MONEY MAGNET SPELL over it. All at once, dozens of people who had borrowed money from her, rushed to pay her back!

Hank was perpetually broke. One night he got together with some friends, and they decided to cast the MONEY SPELL. The very next day, Hank received in the mail a check for some \$250 worth of insurance. (He had never heard of the company that sent the check, he was not insured with them, and had never even made a claim—but he accepted the money.) Another member of the group that used the spell, a 40-year-old secretary, received an automobile as a gift! All the other members of the group received amazing windfalls of money, as well! You'll see how Dexter, a retiree, lives RENT FREE and receives \$200 a week at the age of 78, with a secret you'll find in this Witch Book! You'll see how Claudine, a secretary, was able to wear the finest, most expensive fun—FREE—and spend weekends at an expensive ski lodge in the mountains, where she met a wonderful man! How Ruth L., a widow—with nothing but a small pension, and a little savings—received her dream house, by using a simple 5-minute ritual on page 38 of this book!

Using the same Witchcraft secrets, YOU can achieve peace of mind and freedom from money worries for the rest of your life!

#### YOU CAN HEAL YOURSELF AS WITCHES DO!

Feeling sick today? Plagued by a lot of troublesome illnesses? Perhaps some relative is sick and constantly demanding your attention? Or perhaps it is even a pet that needs help? With the MAGIC POWER OF WITCHCRAFT, you can cure anything, say authors Gavin and Yvonne Frost: "In our experience... we have not found a single incurable disease!"

\* **ANDY DISSOLVES A GALLSTONE**—Andy M. developed gallstones. When his illness became too troublesome to ignore, he went to a doctor. Urine tests revealed that he was chronically alkaline. His body was badly out of balance. Using this Witchcraft method to restore balance to the mind and body—in a short while, X-rays showed that he had no more gallstones! Andy never again suffered the excruciating pain of passing stones!

In the same way, say Gavin and Yvonne Frost, almost all illness can be prevented. You are actually employing an ancient Witchcraft method to remove diseased tissue! Even if you do not have any belief in the results, the power will work for you!

One woman, who had been in a wheelchair for 26 years, due to polio and arthritis, used the Witchcraft healing method, and reported that she had no pain and could walk and garden again! A man reported that his son's deep 3rd degree burns miraculously healed overnight!

\* **SO SIMPLE A CHILD USES IT!**—A 4-year-old girl asked if she could try to heal a man who was limping—due to a torn ligament—with this simple Witchcraft healing method. In a matter of moments, she started her chant, laying her hands on the weak ankle. The man was miraculously cured! To skeptics, this should be convincing PROOF that anyone can use it!

#### AMAZING POWER CAN BE YOURS!

Whether you want infinite wealth, or just a comfortable new home, financial security, fine possessions, love, companionship, new health and vigor, power to control others, secret knowledge, protection from evil, or anything else, the magic power of Witchcraft can bring it to you quickly, easily and automatically! It's the easiest thing in the world!

\* **HOW TO SEE INTO THE FUTURE!**—Would you like to be able to see the future? You CAN with the magic Black Mirror you'll see how to make on page 23. All you need is some ink and a bowl of water. Then use the chant on this page, and you will be able to see many things. One man uses it to read tomorrow's newspaper. YOU can use it to check the stock market or that important horse race!

#### \* MAKE TIME RUN BACKWARD OR FORWARD!

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#### MEET THE AUTHORS

**GAVIN FROST, B.Sc., Ph.D., D.D.** is Archibishop of the Church of Wicca, New Bern, North Carolina, with national headquarters in Salem, Missouri, branches in several states and worldwide membership. He is Marshal of the Gold Star of England, with the right to wear the Saffron Robe and one of the very few Witches in the Western Hemisphere privileged to wear the authentic mark of initiation on his wrist. Although descended from a long line of mystics and scholars, and formerly a Vice-President and Director of International Operations for major aerospace companies, he prefers to be thought of as a humble teacher.

**Mrs. YVONNE FROST, A.A., D.D.**, with her husband Gavin Frost, devotes her time to giving private instruction and publishing *Survival*, the newsletter of the Church of Wicca, of which she is a Bishop.

Articles by or about Gavin and Yvonne Frost have appeared in such national publications as *Midnight* and the *National Enquirer*.

#### FREE... The Witches Protection Amulet For Just Examining The Witch Book . . .



1/4 inch dia.

When you receive your copy of THE MAGIC POWER OF WITCHCRAFT, we will send you the witches protection pentagon medallion (See p. 26) that will protect you from evil. Whether you keep the book or not, this handsome, powerful amulet is yours as a gift. So send in this no-risk coupon right now!

Witch uses ancient methods to make time stand still or to run it backward or forward! To make your face look young or old at will, all you need is some morning dew, and the instructions on page 27. You can fly through time and space, on astral wings, go anywhere, do anything, with the simple method on page 126. You can visit a friend, look in on an acquaintance and see what he is doing—even appear in someone's dreams, and convince that person to do whatever you wish!

\* **SECRETS OF SILENT PERSUASION!**—There is a magic handshake that Witches often use, revealed on page 62. With this secret, you can implant a thought in someone's mind! You can use this Witchcraft power to dominate others! Control your boss! Make someone love you! Leave your enemies groveling in the dust! There is even a gazing technique Witches use on page 45, for identical thoughts. With this secret, you can read your friend's mind and share his or her identical thoughts!

#### SEND TODAY FOR YOUR NO-RISK COPY!

Witchcraft can make you rich, even in a ghetto! You should never have to worry about the rent, or where the next dollar is coming from, never have to apologize to a boss! No matter how poor you are now, THE MAGIC POWER OF WITCHCRAFT can bring you a life filled to the brim with pleasure, wealth, and all the glittering luxuries of the world! To get your copy of this amazing Witch Book, simply fill out and mail the no-risk coupon!

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# Secrets of Eastern Super-Men Revealed To West At Last!

**PROVEN BEYOND DOUBT!** Your body is hundreds of times stronger than you think! Your mind is thousands of times more powerful than you have ever dreamed!

Here's how to liberate these explosive powers that are your God-Given Right! Use them to fill up your life with dazzling new health and vitality...armies of devoted friends and supporters...wealth, power and influence far beyond your fondest dreams!

This is the startling story of a book buried by the very World War II it predicted...passed from hand to hand by the few who were fortunate enough to know of it till it became a veritable legend...and now released again for the first time in over 30 years, to prove to you that the limitations you have been led to accept for your mind and body ARE COMPLETELY FALSE!

(Right now, before you read another word, turn to the photograph below and study the towering credentials of this author. See for yourself that he was indeed a "Super-Scientist"—one of England's leading physicians, psychologists, neurologists and philosophers! And then, *keep this man's unimpeachable scientific reputation firmly in mind, as you learn in this advertisement the almost-unbelievable new powers this book will liberate in every aspect of your entire life—LITERALLY OVERNIGHT!*)

Here they are. Here is what this amazing book is designed to do for you, *from the very first moment that you begin to skim through its pages*:

1) You attain STARTLING NEW CONTROL over every part of your BODY! So thorough that you may actually will yourself to sleep in the blink of an eyelash...give yourself a full day's healthful "exercise" in minutes, without moving a muscle...shut off pain from any member of your body instantly, as though you had just given yourself a "mental anesthetic"!

2) You develop powers of CONCENTRATION, REASONING, WILL POWER so dazzling that you can actually HYPNOTIZE OTHERS without even realizing that you are in the same room with them!

3) You then use these hypnotic powers to attain a MASTERY OF THOSE AROUND YOU so overwhelming that, if necessary, they

will sacrifice their own goals for yours—will give up their own needs and desires to follow you blindly!

4) And at the same time, and equally as important, you will develop an ALMOST-INVULNERABLE SHIELD AGAINST EVIL! Against the malice and hostility of others! Against bad luck, misfortune, ill health, financial reverses—before they can even BEGIN to work against you!

And 5) You will then go on to develop the "Super Powers" locked today in your unconscious—powers that you never dreamed existed until this book begins to reveal them, to you, one by one. *Hidden Sixth-Senses that allow you to manufacture your own good fortune...develop telepathic insight into the deepest secrets of others...predict the future with astounding clarity...even above the physical limitations of your own body, and probe the very mysteries of life-after-death!*

## All These Incredible Gifts Are Yours! But First We Must Add Two Vital Words Of Warning!

Again, let me repeat that these techniques have been proven for thousands of years in the Orient; and that they are now being passed on to you, for the first time, by one of England's leading scientists. There is no doubt that they exist, and that they liberate almost frightening powers in the men and women who use them!

## But—You Must Realize These Two Vital Facts Concerning Them:

1) You will NOT attain them simply by "wishing" you had them! If you want this type of almost "Super-Human" power, *you must be willing to work for it!* To devote ten or fifteen minutes a day—EVERY DAY—to the mental exercises that develop these incredible forces within you! *YOU CANNOT AFFORD TO MISS A SINGLE DAY—not will you want to, when you see, DAY, AFTER DAY, AFTER DAY, the growing powers of concentration, reasoning, personal magnetism, bodily vitality, command over others, renewed health and vigor and all the rest THAT THESE EXERCISES ARE BUILDING UP IN YOUR BODY AS THOUGH IT'S BEING RAISED BY A GIANT GENERATOR!*

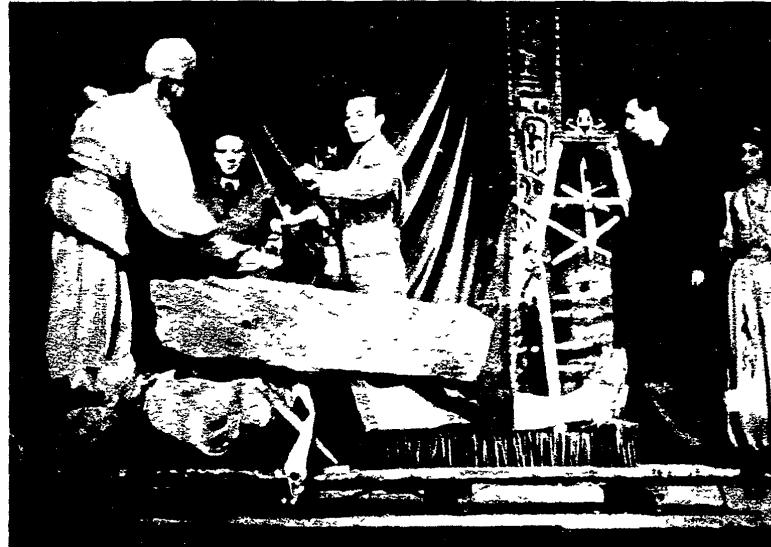
2) And, even more important, by the very nature of these forces, *YOU CANNOT TAP THEM UNLESS YOU ARE WILLING TO PUT THEM TO WORK FOR OTHER PEOPLE'S GOOD AS WELL AS YOUR OWN!* If you wish complete control over others to direct them for their own good, these techniques will give it to you; but if you wish to turn them to evil ends, you will gain nothing! If you wish huge sums of money to build with, to make your visions a reality, these techniques will give them to you; but if you wish this money for nothing but selfish ends, you will get nothing!

This is a book for men and women with A PURPOSE in life—with dreams and goals and visions they have never before been given the power to accomplish! *THESE POWERS ARE NOW AT HAND!* They are yours, if you will simply stretch forward your hands to gain them!

Here—again—is a small sampling of what awaits you in this truly incredible book:



This man's neck muscles are no stronger than yours. Yet, when he floods them with the supercharged power generated by his mind, twelve strong spectators cannot strangle him! These, and many more equally-astonishing photographs are reproduced in this great volume! Thrill to it yourself, entirely at our risk!



A demonstration, before hundreds, in an English auditorium. The Yogi lies on a bed of ten thousand nails. The man with the sledge hammer is breaking a stone resting on the Yogi's body. The stone is too heavy for four men to lift it. It is broken after many attempts, but the Yogi is uninjured. Proof beyond doubt of the mind's power, when adequately trained, to ward off both pain and danger.

## The Magic Laws Of Nature— Revealed At Last!

How to cleanse your mind and body, *with your own breath*, so that your skin may actually become free of blemishes...your digestion of a young person...your voice filled with the charm and fascination of music.

How to gain incredible personal magnetism that makes others follow your commands without question.

Why the powers of will, of concentration, and of mind-functioning that you use today are like a feeble infant to those that actually lie buried inside you.

How to achieve THOUGHT-VISUALIZATION so powerful that others standing next to you will actually be able to see, feel, be visibly moved by your thoughts, *as though they were real!*

The truth about FEAR. And why, if you allow it to run uncontrolled in your mind—if you do not take this one simple precaution against it—it may actually destroy your fortune by materializing the thing you fear most.

How to rid your mind forever of the deadly ideas of disease, failure and poverty.

How to DEMAND success from life! How to turn wishes into demands, and demands into inevitable reality!

The art of getting yourself ready to receive success.

The art of Masterly Inactivity! How to make great fortune COME TO YOU—far faster than if you were to pursue it 24 hours a day the wrong way!

Why some men's dreams always come true, and others always fail. Why fools often make fortunes from situations wise men avoid like the plague. Why some people attract good luck like a magnet, and others can only borrow bad luck. *There is a key! And page 55 has it!*

## You Have Far More Power Over Your Life Than You Have Ever Dreamed! This Book Shows You How To Use It!

The great "Image-Mistake" four people out of five make, that opens their bodies wide to sickness!

The science of tuning in to God.

How to take a "two-week vacation" in 15 minutes, without ever leaving your chair. How to develop beautiful body muscles and posture by practicing "imaginary" exercises. How to attain the "perfect" state of relaxation—lie in such effortless ease on your bed that it is virtually impossible for you not to fall asleep.

Why do bad things happen to you? Learn for



THE AUTHOR  
**ALEXANDER CANNON**

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MASTER OF THE FIFTH OF THE GREAT WHITE LODGE OF THE HIMALAYAS

the first time how most people literally TUNE IN to bad luck! And how to shut it out of your life as though you were slamming down a window on a draft!

How to STOP LETTING OTHERS SHAPE YOUR WORLD FOR YOU! And start shaping life TO YOUR OWN ENDS—TOMORROW!

When the first youth has faded from your body, a second youth still remains to be tapped. Here's how to develop it—overnight.

Why pain is an illusion. And how this simple technique of controlling your nerve-reactions can prove it to you in a few short minutes.

Do we live again? Is there a Grand Cycle of Life that knows of no mortality? Read page 176, and discover why the answer is overwhelmingly YES!

## Read It From Cover To Cover, Entirely At Our Risk!

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# Are The Foods You Are Eating Today STARVING YOUR BRAIN?

Check the three vital symptoms below—and then read how ORDINARY FOODS—used in a new way—may actually be able to REFUEL your vital brain cells, ACTUALLY AVOID OR BANISH MANY KINDS OF MENTAL TROUBLE!

Yes, Dear Friend:  
Please believe this—

The man or woman who is a "nervous wreck"—who is "torn apart" by anxiety and tension day after day—*may actually be a victim of his own starved brain!*

The man or woman who is plagued by a "fading memory"—who no longer can rely on his own good mind to feed back to him the vital information he must have—*may also be a victim of that same starved brain.*

And, most tragic of all, the man or woman who suffers from really drastic fatigue, depression, overwhelming fits of temper, and other signs of possible schizophrenia or paranoia or other mental disturbance—*may also be a victim of his own starved brain!*

And now every one of them can do something about it! Can fight that damaging BRAIN STARVATION with ORDINARY FOOD! Can do it

in their OWN HOME—with nothing more than a few simple directions, and food you can get in any supermarket!

## What Doctors Discovered About The Vital Food Substance That Keeps Your Brain "On The Job".

What is this vital substance that is so absolutely necessary to your well-being? It is BLOOD SUGAR—your body's natural fuel—carried by your bloodstream to every gland and organ. And only recently have doctors discovered that millions of people have TOO LITTLE natural sugar in their blood!

Yes, if you feel that your brain is hampered in any of those three critical ways—or if a loved one shows signs of the mental trouble that strikes one family out of every three, your brain may not be receiving enough BLOOD SUGAR. So you are STARVING YOUR BRAIN no matter how well-balanced your diet seems to be!

## Can You Restore The Blood-Sugar Balance Of Your Body—And So Restore The Vital Functions That Have Gone Wrong?

Yes, it is possible, practical and EASY in millions of cases! You are invited to send for the book that explains the simple method—book you read without risk. In it, you are going to see, simply and clearly:

The precise kinds of ORDINARY FOOD, sometimes with a few vitamin "extras", that can restore health to many suffering minds, and has brought even the seemingly *insane* back to useful, happy living.

How the same ORDINARY FOOD also works wonders for such common ailments as headache, fatigue, irritability, memory lag, anxiety, depression.

How the same ORDINARY FOOD also refuels the entire body, to help you get into splendid youth-condition from head to toe.

## Based On Years Of Breakthrough Medical Research!

Behind those statements stands the work of such physicians as Dr. Abram Hoffer and Dr. Joseph Tobin; Nobel Prize winner Dr. Linus Pauling; famed nutrition expert Judge Tom R. Blaine, and other researchers of equal stature. The entire book is the dedicated work of Judge Blaine, who has wonnowed thousands of cases to help you see the nutrition cause of your own problems—and how a simple, pleasant way of eating may quickly help you banish troubles like these.

Are you depressed, nervous, unhappy? Read a doctor's story about a woman with marriage troubles who had been deeply depressed and miserable all her life. She got rid of her misery—thanks to simple changes in nutrition and a vitamin you can buy in any drugstore. (page 41)

*Does any member of your family suffer from schizophrenia?*

Read a letter from a young man who conquered schizophrenia—not through psychiatry—but through simple changes in nutrition. This letter also reveals significant food traps for schizophrenics. Even if you are not schizophrenic, avoiding these same food traps may make a priceless difference to your health and peace of mind. (page 104)

*Do you suffer from gastro-intestinal sluggishness?*

This (and scores of other common symptoms) can be a warning of blood-sugar deficiency. Read about a simple food supplement that is known by several names. *Get it by any name!* See how it aids the entire gastro-intestinal tonus. (page 156)

Extra added bonus—

*Have you had, or are you threatened by heart failure or stroke?*

See why your present meals may contain a "heart mistake" food that nobody ever warned you about before. And why you may be avoiding a delicious type of food that should not bother your heart in the least! (page 126)

## Why Did It Take So Long To Discover The Importance Of The Natural Brain-Food Diet In Both Mental And Physical Health?

Because, as you will see in Judge Blaine's fascinating book, blood-sugar deficiency is the GREAT MASQUERADE. Your own doctor will confirm that people have been treated for years for other conditions (such as ulcers, arthritis, every kind of indigestion, exhaustion, blurred



## HIS MAY BE THE MOST CONTROVERSIAL BOOK YOU EVER READ!

For in it, a crusading judge opens an entire new vista of hope for the ill—especially for the mentally troubled—and strikes at the very roots of some orthodox beliefs about medicine.

Tom R. Blaine was a practicing attorney in 1920. He has been an Oklahoma state judge since 1942. He began to suspect that even many "insane" people, juvenile delinquents, and actual criminals were in trouble because they suffered from low blood sugar; that is, they simply were not getting enough food for their brains.

Working with physicians and laboratory men, he proved his theory and expanded it. The fact is that *almost anyone, of any age, who suffers a lack of vitality, nagging ill-health, and flagging mental powers, may be a victim of low blood sugar.* And the best, safest, easiest way to restore the normal content of sugar in the bloodstream is with food and food supplements—exactly as Judge Blaine describes in this trail-blazing book!

Try it at our risk, today!

## FIVE MINUTES THAT CAN CHANGE YOUR LIFE

The moment you receive Judge Blaine's easy-to-read book, turn to pages 37 and 38. In five minutes or less, read the MASTER FOOD-LIST for "brain-food" nutrition! Meats! Seafoods! Vegetables! Dairy products! Desserts! Drinks! The list will delight you—and so will the delicious, hearty meals you eat . . . plus special snacks between meals and at bedtime!

Also in this important book: FOOD SECRETS that brought a full recovery from symptoms of arthritis and senility—special FOOD SECRETS that make old age wait—FOOD SECRETS that help your eyes, help teeth and gums, help the skin to be firm and youthful—FOOD SECRETS that strengthen the entire system of adrenal glands—plus all the especially important FOOD SECRETS (so easy to follow!) that help to strengthen and tone YOUR MIND, no matter how many years you have suffered!

Try it at our risk, today!

vision, paranoid delusion) before it was discovered that *blood-sugar deficiency* may be the possible cause of all these diseases—and many more! (Of course, we suggest that you consult with your own doctor if you suffer from any of these serious ailments.)

Of course, there still are diehard medical men who go on treating symptoms instead of the basic causes of illness and debility. There still are drug companies who do not like to hear that the best medicine, in some cases, is *food alone*. There still are psychiatrists charging \$50 an hour, for years of treatment—when a month of proper "brain-food" diet, costing no more than your ordinary diet, may do the job. (And a simple test, described in this book, can tell you unmistakably if you suffer from low blood sugar, rather than, for example, high blood sugar, when these rules do not apply.)

So it took courage to write this book—the courage of a dedicated jurist and health researcher who says that *WRONG NUTRITION dooms millions to misery; and that the right kind of "brain-food" nutrition can often lift such people onto a high new plane of mental balance, efficiency, and the kind of physical well-being that money cannot buy.*

## You Are Invited To Read And Use Mental Health Through Nutrition For One Full Month At Our Risk!

The cost is only \$5.98 complete, a sum you may save a thousand times over! Should you decide for any reason to return the book, YOUR PURCHASE PRICE WILL BE IMMEDIATELY, FULLY AND CHEERFULLY REFUNDED.

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Gentlemen: Please rush me a copy of Judge Tom R. Blaine's MENTAL HEALTH THROUGH NUTRITION. I understand the book is mine for only \$5.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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Now, a world-famous physician, who treats some of America's leading celebrities, says forget about drugs and realize that

# FOOD IS YOUR BEST MEDICINE

This is possibly the most controversial medical book for the general public ever written. We believe it may also be the most beneficial.

For in it, a leading physician (who cured himself of dangerous illnesses with food alone) asks you to:

- 1) stop taking dangerous drugs . . .
- 2) switch today to an enjoyable NEW way of eating that makes you glow-all-over with great energy—glorious vitality and above all, ROBUST HEALTH . . . even if you've spent the last forty years feeling "rotten"!

## Look At The Photo Of Young-Looking Dr. Bieler Again. Then Realize That He Has Been A Hard-Working Physician For More Than 50 Years!

Dr. Bieler's message to you is quite simple: He wants you to know that, as a practising physician for the past fifty years, he has seen just about every illness and weakness that the human body can suffer. And he believes that the vast majority of ALL infirmities DO NOT HAVE TO EXIST AT ALL!

Let him tell you about this thrilling discovery, right now, in his own words:

"... I have reached three basic conclusions as to the cause and cure of disease. This book is about those conclusions.

"The first is that the primary cause of disease is not germs. Rather, I believe disease is caused by a toxemia which results in cellular impairment and breakdown, thus paving the way for the multiplication and onslaught of germs.

"My second conclusion is that in almost all cases the use of drugs in treating patients is harmful. Drugs often cause serious side effects, and sometimes even create new diseases. The dubious benefits they afford the patient are at best temporary. Yet the number of drugs on the market increases geometrically every year as each chemical firm develops its own variation of the compounds. The physician is indeed rare who can be completely aware of the potential danger from the side effects of all these drugs.

"My third conclusion is that disease can be cured through the proper use of correct foods. This statement may sound deceptively simple, but I have arrived at it only after intensive study of a highly complex subject: colloid and endocrine chemistry.

"My conclusions are based on experimental and observational results, gathered through years of successfully treating patients. Occasionally I have resorted to the use of drugs in emergency situations, but those times have been rare. Instead, I have sought to prescribe for my patients' illnesses, antidotes which Nature has placed at their disposal.

"This book deals with what I consider to be the best food and the best medicine."

## DO YOU KNOW—

Secrets of timing your meals: The amazing balancing formula that may be all you need to insure waking up full of pep every morning—that may give you the healthy digestion you've always wished for.

How to have a healthy cholesterol in your arteries. (Yes, you want cholesterol in your arteries as a lubricant. Read what most people don't know about arteriosclerosis, and how the right food helps you avoid this death-dealing condition.)

HOW TO LOSE WEIGHT AND STAY AT THE RIGHT WEIGHT with a food regimen that "reduces" you quickly and safely while it helps you get rid of body toxins and KEEPS UP YOUR HEALTH.

How to recognize YOUR OWN GLANDULAR TYPE—and the many ways you can adjust your diet to assist your good glandular function, male or female.

How women can get through the menopause with little distress—and no drugs—when their diet is right.

And much more! Only a small sample of the fascinating help this book gives you on almost every page. Read it from cover to cover—entirely at our risk—TODAY!

## WHAT CELEBRITIES SAY

Hedda Hopper said:

"If I'd always taken his advice, I'd never have had a sick day . . ."

Greta Garbo said:

"Having known Dr. Bieler for some years, I am sure . . . FOOD IS YOUR BEST MEDICINE . . ."

Mrs. Frank Lloyd said:

"I consider Dr. Bieler is as great as any living doctor . . . because of the many lives I have observed him prolonging after other medical prognosis was nil . . ."

## Now See How This Method Has Worked

—In Hundreds Of Case Histories  
From Every Walk Of Life, And With  
Almost Every Ailment You Can Imagine!

Once again, Dr. Bieler's entire life has been devoted to the deep belief that you can often get rid of most miserable illnesses—health-wreckers like arthritis, asthma, edema, ulcers—even some tumors, kidney and liver ailments, premature aging, loss of glandular function—all with the diet given you in this book of nothing more than certain easy-to-obtain foods that HELP THE BODY FLUSH AWAY HEALTH-CORRODING TOXINS!

For example—

The case of the 55-year-old woman who was weak and ill with swollen, painful, arthritic joints; high blood pressure; insomnia and overweight. Now this woman says, "There is not a single twinge of pain any more," and she is in great good health and at her proper weight. (Read the way she did it—with FOOD as her major medicine—beginning on page 19.)

The same priceless principle, and "FOOD medicine," healed a dangerous discharging ulcer that kept a man bedridden. Don't miss this story (page 200) and the key paragraphs that follow it.

The same simple nutrition methods cured a man who was too weak to sit up, with a body temperature of only 93°, a highly irregular heart and other symptoms of advanced, deadly hypoadrenia. After 11 days of Dr. Bieler's food treatment, he felt fine. In 32 days he was strong and capable. (page 211.)

And above all, on page 17, read Dr. Bieler's own story! Remember, he proved his methods on himself when he was ridden with kidney trouble and asthma, and grossly overweight. In fact, when you get your approval copy of FOOD IS YOUR BEST MEDICINE, we think you'll want to turn to page 17 first and read his own personal story of his discovery of the "health magic" that waits in proper nutrition.

## SPECIAL NOTE:

### How To Use This Book To Your Greatest Advantage —

When you receive your no-risk approval copy, check the COMPLETE INDEX. Within a minute you may find some ailment or debility or misery that is bothering you.

Flip to the page indicated and read—in five or ten more minutes—Dr. Bieler's way to treat that ailment. THOSE FIVE OR TEN MINUTES OF FASCINATING READING may be the greatest health break-through of your entire life.

### Read It From Cover To Cover Entirely At Our Risk!

But Dr. Bieler wants you to prove to yourself, without risk, that *good food—not drugs—is the best way to new life, new health, new vigor!* Therefore, we allow you to read FOOD IS YOUR BEST MEDICINE for thirty full days—entirely at our risk. If at the end of that time, you are not convinced that Dr. Bieler's road to health is the **RIGHT WAY**, simply return the book for every cent of your purchase price back!

But, if you have thrived (as we have) to this great break-through in health . . . and if you FEEL BETTER ALREADY because you have spent a few days following Dr. Bieler's nutrition methods—then simply keep the book as a lifetime, life-extending guide for yourself and all your loved ones.

Again, you read it from cover to cover AT OUR RISK! Why not send in the No-Risk Coupon—TODAY!



The author: Henry G. Bieler, M.D.

"I BELIEVE THAT NATURE, IF GIVEN THE RIGHT OPPORTUNITY, IS ALWAYS THE GREATEST HEALER . . . I often have been in disagreement with doctors who stuff the sick, exhausted patient with powerful drugs, and then are forced to 'remedy' the remedy."

"Early in my career, when my own health broke down, I investigated the dangers of drugs and the chemistry of foods. I came to the conclusion that I must give up drugs. It was not long until, after repeated, verifiable results, I discarded nearly all drugs in treating my patients.

You can save a great deal of the money you now spend on pills and doctors' bills, and spend it on good food and fun!"

After half a century of practice, Dr. Bieler attempted to retire but found the world beating a path to his door. He still is treating movie stars and miners, professional men and Pasadena dowers, farmers and government officials. Many and many a person blessed this wise physician for health restored after it had been given up for lost . . . for making life full of joy and well worth living.

Dr. Bieler holds the Tilden-Weger-Bieler chair of Dietetic Medicine, sponsored by Columbia University.

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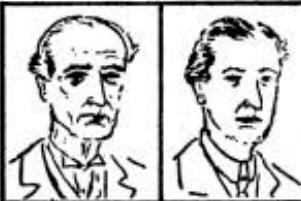
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## "WHAT I ACCOMPLISHED IS POSSIBLE TO ALMOST ANYONE!"

With Youth Restorative X, Anton changed. When he was 65, his doctor reported: "At this time I find a great change in Anton's appearance. His really seems rejuvenated. The hair has become luxuriant. No indication of baldness. The skin is smooth, no longer loose and hanging . . . face smooth. He has the appearance of a very young man of 35 or 40 . . . heart sound, no palpitation or irregularity of pulse, digestion good, liver sound, ulcers healed, lungs healthy, no indication of varicose vein or hardening of the arteries, eyes normal, joints limber, he seems very alert, no trace of senility, his mind is sharp and clear. Many others quickly got the same results!



### CROW'S FEET DISAPPEAR!

Here is the only sure method of erasing these lines, said Anton.

comes seamed and wrinkled, and falls into loose hanging folds. This method restores the smoothness of youth to the throat, said Anton!

### CLAIMS RHEUMATISM DISAPPEARED!

At 60, Anton complained of aching, painful bones and joints. He cried out in pain, and resolved to find a way to make them flexible once again. With Youth Restorative X, in a short time all signs of rheumatism disappeared!

At 65, Anton claimed, "I feel as free and flexible as I did at 25. There is no longer any trace of pain, and the rheumatism I suffered for so long is gone. There is new bounce in my legs, new spring in my step. All this happened in a matter of weeks, and I have been pain-free for five years!"

This method, he claimed, may even effect a cure not possible with drugs. If there is any tendency to rheumatic pains in the limbs—where deposits of uric acid frequently occur—this method will relieve it by dislodging such deposits, he said. Uric acid is literally dissolved and "pumped" or flushed out, he said!

### SLUGGISH LIVER RELIEVED!

For 30 years, Anton complained of chronic indigestion, a belching bitter taste, pains on the right side, gas, headache, dizziness, nausea, foul breath, constipation, chills, perspiration, drowsiness after meals and heart palpitations, all common symptoms of liver and gall bladder problems. With this secret, he said, all symptoms of a sluggish liver disappeared. Youth Restorative X will do wonders in relieving liver complaints, and stimulating a sluggish liver, he claimed. "It really works. I never take any pills or potions any more," he said!

**STOMACH ULCERS, CONSTIPATION AND OTHER DIGESTIVE DISORDERS RELIEVED!**—Anton suffered from digestive upset for years. Thanks to this method, all these symptoms disappeared. "I eat whatever I like and lots of it," he said. Youth Restorative X greatly assists the stomach, intestines, liver, kidneys and all organs of elimination in expelling noxious waste and clogging matter; it is nature's simplest remedy for stomach upset, and can help you avoid heartburn, gas, cramps and other upset, he said. Nearing 100, he still boasted a ravenous appetite, never needed any medicines!

**HOW TO CLEAR THE LUNGS!**—Anton wrote: "My mother died of consumption at 38. I inherited her weak lungs, and throughout my sickly, feeble childhood, I suffered from asthma and bronchitis. Everyone said I would surely go as my mother did. Yet today at 65, I am Hale and hearty. I have come back from a gasping, wheezing invalid, plagued with respiratory ailments to one who is absolutely free from coughs, colds or any lung weakness. I strongly urge that you use this method for lung health. With Youth Restorative X, you need not fear pulmonary diseases . . . only good will result." He claimed he had a sure cure for colds that relieved them quickly—almost overnight—cured pneumonia in the early stages, and cleared up sinus prob-

# IS YOUTH RESTORATIVE X THE SECRET OF PERFECT HEALTH AND COMPLETE FREEDOM FROM DISEASE?

In this book, Ben Davis says: "All Rapid Healing Foods contain Youth Restorative X...natural cleansing power...Rapid Healing Foods rid your body of poisons that are the secret cause of many painful ailments . . . unclog your plumbing, relieve your vital organs of accumulated sludge. When these poisons are flushed out of your body, glorious new health awaits you . . . and blessed relief from pain!"

"When these poisons are flushed out of the body, spectacular results are reported, immediate relief can be felt in many cases, like a huge wave of pain lifted and gone forever . . . heart . . . liver . . . gall bladder . . . kidney . . . ulcer pain . . . heartburn . . . bowel pain . . . burning urine . . . sharp head pain . . . eye, ear, sinus, joint pain . . . suddenly gone!"

### HEART STRENGTHENED!

One researcher said that in hundreds of cases, almost all developed stronger and better hearts!

Even so-called incurable cases have become entirely normal, he said! Rapid hearts slowed down, abnormally slow hearts sped up, weak hearts were greatly improved in vigor, irregular hearts became regular, said this doctor!

There is seemingly instantaneous improvement in kidney function, he said! Another doctor noted that feelings of fullness or congestion become less noticeable, pains that have spread to the left upper arm disappear! Coronary occlusion, and valvular disease have been relieved!

### HIGH BLOOD PRESSURE RELIEVED!

Blood pressure is speedily reduced, circulation improved, say drugless doctors. "I have never had a case where pressure was not reduced to normal," said one. You can expect to reap the benefits which thousands have received, he said.

### ANEMIA RELIEVED!

Anemia can be cured, say some researchers. In some cases,

## "HEALTH AND LONG LIFE ARE VIRTUALLY GUARANTEED!"

"A famous doctor once stated that disease of the body is a result always of the body's inability to keep itself clear of its own accumulated debris. Drain the body of its poisons, feed it properly, and miracles of healing happen!"

"With this secret," says Davis, "diseases of all kinds actually disappear, and we are rewarded with the highest degree of natural immunity, said this doctor. Health and long life are virtually guaranteed!"

"We have then safeguarded all functions; we have reduced the liability of infection to practically zero; we have prevented the annoying daily fatigue from which so many suffer; we have guaranteed ourselves against disease; we have postponed old age to sometime in the indefinite future, he claimed . . . Spectacular results were reported by this doctor:

\*Pneumonia, erysipelas, influenza, acute arthritis, colitis, hay fever, all subside when the body is flushed or cleansed of poisons with rapid healing foods, he said!

\*Many cases of nephritis, unable to walk due to weakness,

the blood count actually doubles! One doctor said that in a week, hemoglobin will increase up to 15%. This has been proven by laboratory tests in hundreds of cases, he said. In one case, hemoglobin increased 75% in a week!

### ASTHMA RELIEVED!

Asthma is speedily relieved, said one doctor. Usually within 24 to 36 hours the worst cases are enabled to lie flat in their beds and to breathe easily and sleep. Other doctors have claimed that relief is permanent, and advanced cases yield as readily as those just beginning!

### ALLERGIES RELIEVED!

When cured with this method, an allergy sufferer can bathe in pollen without any ill effects—and the same is true of foods, cats or anything else—they will have no effect on you, said one doctor!

### GALL BLADDER RELIEVED!

One medical doctor, who treated hundreds of gall stones, without surgery, said: ". . . stones soften, disintegrate, and pass out with but slight discomfort. . . . It is a remarkable fact that this softening occurs very rapidly (in 8 to 10 days)." It was said that all pain ceases, pus is removed, inflammation subsides, tissues are healed, and recovery is complete and permanent!

### KIDNEYS RELIEVED!

Speaking of kidney inflammation (nephritis or Bright's disease), one doctor said: "There is no disease which yields so readily to treatment (by a cleansing diet) as this one, and even the most serious looking cases will often be cured in a remarkably short time. . . . (Irreversible) cases are very rare . . . a complete cure can usually be effected."

lens quickly!

**VARICOSE VEINS HEALED!**—Anton claimed this method is a sure cure in any ordinary case. At 40, he developed a painful, bulging varicose vein which annoyed him for the next 20 years. It was always annoying, and threatened to ulcerate or form a clot. For years he wore an elastic stocking. "Relief is obtained by this method," he said. "It will relieve the congestion and restore the distorted venous valves to their proper position, when the trouble will disappear." At 65, his legs were so healthy he ran a mile in 7:50 to prove it, without any distress, he could not do at age 40!

**HOW TO LOSE WEIGHT RAPIDLY BY EATING MORE WITH YOUTH RESTORATIVE X!**—Ordinary diets often produce a weakened condition which affects the heart, said Anton.

chitis, glaucoma, cataracts, painful or filmy eyes, deafness and more!

### DIABETES CURED!

A doctor wrote: "A patient came to us in the Spring of 1919 . . . suffering primarily from diabetes but her case was complicated by high blood pressure and gall stones, . . . Mrs. S. had eaten 3 sumptuous meals aboard the train, . . . By 4 o'clock that afternoon . . . she had collapsed and was in a semi-coma. She was put on a (cleansing diet). Then she was given our so-called LC diet. . . . By Christmas, she was absolutely cured.

### KIDNEY, WATER, GALL BLADDER RELIEF!

One man said: "You may be interested in . . . a very wonderful cure for a very infected kidney . . . the urine was almost white with pus. I am 85. At a local V.A. hospital, a Chinese doctor told me (to use a certain Rapid Healing Food) every day. I have done it for over 3 years . . . x-rays and clear urine show my kidneys are in excellent shape."

A girl, 19, was doomed with kidney trouble (nephritis). Doctors said she had only a month to live. She was bloated from head to foot with water (dropsy). Another doctor was called in. He said to use small amounts of one particular food. Almost overnight the swelling disappeared—pounds of water drained away. Her swollen wrists and ankles became normal. After a while, she was declared normal, and stayed cured!

A woman, 71, with liver and gall bladder trouble, was told to use Rapid Healing Foods. She went to the bathroom and eliminated a large stone about 3 1/4", painlessly. She remained well, and said she could even eat forbidden foods!

They do not remove fat where you want it, and involve a good deal of self-denial. Anton overate, yet he remained slender! "I eat whatever I like, and lots of it," he said. And yet he claimed this method will melt off pounds faster than anything else in the world. No calorie counting or will power is needed. "This method is the surest, easiest, and safest method of losing fat," he said. His own "spare tire" disappeared, and so will yours, he emphasized!

**HARDENING OF THE ARTERIES REVERSED!**—Anton claimed his secret was a major breakthrough in reversing hardening of the arteries, which he said is the principal cause of "old age." At 60, Anton was feeble with age, and a general hardening of the arteries. In a matter of weeks, this condition was reversed, and he was young again at 65, with no trace of senility. Youth Restorative X opens clogged arteries—whether the largest tube in the system or the smallest, said Anton. With free circulation restored, the body again becomes youthful!

### SEND TODAY AND TRY IT FOR 30 DAYS—AT OUR RISK!

"What I have done you can do," said Anton. Many who tried YOUTH RESTORATIVE X obtained the same results in a very short time. "I am positive you will succeed," he said. You'll find full details in an amazing book called Rapid Healing Foods. You owe it to yourself to try it—at our risk, fair enough? Send in the No-Risk Coupon TODAY!

Sincerely yours,

BEN DAVIS

*Ben Davis*

### MAIL NO RISK COUPON TODAY!

PROGRESS BOOKS, LTD., Dept. RR-58  
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Gentlemen: Please rush me a copy of RAPID HEALING FOODS by Ben Davis! I enclose \$10.95 in full payment. I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay posman balance, plus C.O.D. charges. Same moneyback guarantee, of course.

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## REPORTED EXPERIENCES

### SEVERE ASTHMA GONE!

As 82-year old Army veteran had suffered with asthma since the war, and was bed-ridden in a "Soldier's Home" because of it. He was given 2 Rapid Healing Foods, every day. After the second day, all wheezing stopped. Soon his lungs were clear, without a trace of asthma!

### LIVER SPOTS VANISHED!

Liver spots have disappeared with a Rapid Healing Food. Brown liver spots all over the arms of women who have passed menopause and large irregular brown spots on the face as big as 3/4 inch have faded away and completely disappeared, as little as 6 weeks. Wrinkles seem to smooth out and vanish with this Rapid Healing Food, says Davis.

### RAPID HEALING FOODS FOR ARTHRITIS!

"In almost every case, pain, swelling and inflammation vanish in a remarkably short time, joints that were rigid and immovable become free and flexible, even in advanced cases," says Davis.

### MANY AILMENTS RELIEVED!

You'll see how Rapid Healing Foods have been used to relieve constipation, diarrhea, ulcers, gas, hemorrhoids, bron-

PROGRESS BOOKS, LTD.  
3200 Lawson Blvd., Oceanside, N.Y. 11572

All claims and experiences cited in this advertising are from Ben Davis' book. No cancer cure is claimed and the reader is cautioned to seek qualified medical help whenever needed.

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# FROM 4 PACKS A DAY TO ZERO, IN 4 HOURS!

**And he hasn't touched a cigarette again in 6 years!**

This is just one case history out of many in a revolutionary new book published by the Reader's Digest Press!

This book does not promise you, of course, that YOU will be able to duplicate this speed.

*But it does promise you this:*

#### YOU CAN QUIT SMOKING IN 14 DAYS!

No matter how long or how much you've smoked. No matter how many times you've tried to stop before!

Once again, this book is published by the Reader's Digest Press, because they consider this book so vitally important for your health—especially if you have tried to quit smoking before, and:

- have suffered horrendous withdrawal symptoms!
- started to put on weight, or turn to alcohol!
- found yourself overwhelmed by tension, or your "will power" cracking after one or two weeks of sheer torture!
- still had to "fight off the craving" months and even years after you had "sworn off" the habit...until finally it took over your life and your health once more—even more powerful, and more deadly, and more disgusting than before!

**And Let Us Repeat This Fact: 14 Days Is The Outside Limit It Will Take You To Stop Smoking With This Book... Or It Costs You Nothing!**

What is the *minimum* time you can expect? The documented case history summarized in the headline above: *From 4 packs a day to ZERO, in 4 hours... without touching a cigarette again, in the past 6 years!*

This is just one case history, reported to you on page 88 of this revolutionary new book. It is by no means unique. The book does not promise you, of course, that YOU will be able to duplicate this speed. But it does promise you this:

**14 DAYS IS THE OUTSIDE LIMIT IT WILL TAKE YOU TO STOP SMOKING WITH THIS BOOK... OR IT COSTS YOU NOTHING!**

14 days! 14 short days! 14 incredibly rewarding days! Two tiny weeks to the new freedom, the new health, the new vitality you have been dreaming about for years!

You can quit smoking in 14 days! All you have to do is reach out your hand for this help to do it!

**Why? Because This Book Gives You NEW METHODS That May Startle Even The Most Sophisticated Smoker!**

We are not going to describe these methods in this ad. You must study them yourself to realize their full power. But we will say this: ONE BRIEF HOUR WITH THIS BOOK—before you start to stop—WILL CONVINCE YOU OF ITS OVERWHELMING POWER!

When you learn—on page 7—that it does not take will power to quit cigarettes!

When you learn—only a few minutes later—that the very difficulty you have had getting off cigarettes before, may be the greatest weapon you have working for you from this moment on!

**"Every smoker who wants to quit ought to try the excellent method in this book. It provides a unique and practical step-by-step plan that carries the smoker painlessly to a happy, smoke-free-life."**

**Donald T. Fredrickson, M.D.  
Project Director,  
Inter-Society Commission  
for Heart Disease Resources**

#### IF YOU READ NOTHING ELSE, READ THIS:

"In this book, the millions of Americans who want to stop smoking have a sound plan, based on medical and scientific experience and research. The re-learning approach, on which this is based, has already proved effective for thousands of ex-smokers. Every cigarette smoker who wants to quit could be helped enormously by following the advice of this excellent book."

American Cancer Society  
Luther L. Terry, M.D.  
former U.S. Surgeon General



days... or you get every cent of your money back!

There is nothing else to say. You know what you risk if you keep on smoking. You now know what you can get rid of—for good—in just 14 days if this book works!

Why not send for it... today?

#### ONE LAST WORD:

If you smoke two packs a day, it now costs you \$400 a year to support your habit.

That's for the cigarettes alone. It doesn't include extra insurance premiums... or doctor and perhaps hospital bills.

Would you like to save every cent of that money... for good? The coupon could very well do it for you!

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Gentlemen: Please rush me a copy of **YOU CAN QUIT SMOKING IN 14 DAYS**, #80152, by Walter S. Ross! I enclose \$6.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

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A noted physician says:

# "You May Suffer From This SECRET SICKNESS That Makes Millions Of People Weak And Weary All Their Lives."

It is called HYPOGLYCEMIA, a dangerous and hidden cause of chronic fatigue and painful illness that medical science hardly recognized until now. And now you may knock out this SECRET SICKNESS—with a diet so simple, you'd hardly call it a diet at all!

Does it shock you to be told there is a widespread SECRET SICKNESS?

And that it *masquerades* as symptoms of liver and kidney trouble, diabetes, chronic indigestion, failing memory and other serious conditions? And that even in its mildest form it can doom you to decades of aches and pains, low-grade health and bitter disability?

Many physicians were even more shocked than you are—when the full extent and full effect of this SECRET SICKNESS were recently discovered!

I have made a special study of the SECRET SICKNESS, which is *hypoglycemia*, or low blood sugar. What it does to you is this: *it robs your bloodstream of natural blood sugar*—and natural blood sugar is your body's absolutely indispensable fuel!

Now you can understand the true hidden dreadfulness of hypoglycemia. *It does not allow you to properly "fuel the furnace"* of your body. So, instead of enjoying a bright blaze of energy, your strength dwindles down to a miserable shoulder.

### *It's not your fault,*

*It's not your fault*, but you may suffer from headaches, backaches, bone-pain, muscle-pain—and get treatment—but it may be the wrong treatment! All you may need is treatment for *low blood sugar*, to make many such miseries simply go away!

### *It's not your fault,*

but nobody has explained why your so-called "balanced" diet may be disastrously UNbalanced if you have hypoglycemia. Or why it may be as true for you, as it has been for so many, that a few, inexpensive food supplements will give a special boost

to glandular functions that have let you down for years!

### *It's not your fault—*

but, in the words of Dr. Luther Terry, former Surgeon General of the United States: "This year... one million avoidable disabilities will occur because knowledge already at our command is not being applied." So I want this priceless new health knowledge to be known to the public, not merely to a few health researchers. I want ordinary men and women to be able to search out their own symptoms of hypoglycemia (although you should go to your doctor in some cases). And, most of all, I want to give *everyone* the diet that has proved effective, over and over, in *balancing this vital blood sugar*—a diet that has already helped many men and women toward better health and strength—that you'll want to follow it even if you don't have hypoglycemia!

### *I Want To Send You, At NO RISK, The Information You Need About Hypoglycemia And How To Get Rid Of It.*

You are going to see, first of all, that you eat hearty helpings of meat, eggs, fish, cream, favorite fruits and vegetables, some desserts, and some absolutely wonderful food combinations that everyone enjoys. In many cases, SIMPLE FOOD AVAILABLE AT ANY SUPERMARKET!

### *Are you far overweight?*

The trouble may be hypoglycemia. Read the story of Shirley M. (page 7 in my book) and you may realize your fatness is an *adaptation to hypoglycemia*. Your way to a slender, healthier body does not lie in frantic exercise or starvation. The chances are that it

lies in GOOD NUTRITION, and its helpful effect toward getting your blood sugar balanced and keeping it that way!

### *Are you growing old too fast?*

The trouble may be hypoglycemia. When you get your approval copy of my book, turn to Chapter Five. Here I combine tested diet principles with my lifelong work in geriatrics. This chapter can be priceless for anyone over 50. It can make your friends and family ask you, "What makes you look so young, lately?" You feel that way too!

### *Is insomnia your problem?*

The trouble may be hypoglycemia. I want to give you an utterly simple SOUND SLEEP SECRET that is so natural, and has such long-term health-building benefits, you'll bless the day you took two minutes to find out! Read, on page 135, the "bed sheet" signal of trouble with blood sugar. Read new findings about SLEEP that can make you feel as though you had been born again!

### *Must you have sweet snacks or alcohol every little while to keep you going?*

The trouble may be hypoglycemia. You may need snacks—and the anti-hypoglycemia diet includes special between-meals snacks and before-bed snacks, so you never have to go hungry. When enjoyable snacks become—not a "secret vice"—but your "best medicine"—you know you have found a new way to eat that is not only a way of health but also a way of good living!

### *Are you troubled with brain-lag, brain-fog, or even serious mental symptoms?*

If you are nervous, or edgy, or suffer lapses of memory, hypoglycemia may be flying a red flag of warning. Read page 21—neurological symptoms. Yes, your brain can be literally crippled, or at least badly hampered, when it does not get its proper nourishment. Give your brain a chance to "fuel up", and you may

**CLEMENT G. MARTIN, M.D.  
F.A.G.S., F.A.C.N.**

Former Head of Gastroenterology Clinic, Central Free Dispensary, Presbyterian-St. Luke's Hosp., Chicago, Ill. Medical Director, Continental Casualty Company, Consulting Internist, Illinois Central Hospital, Chicago. Assistant Medical Director, Bristol-Meyer Products, Director, Medical Services, U.S.V. Pharmaceutical Corporation.

discover, as so many already have, that you start living a new life almost immediately!

### *Try It At Our Risk!*

You have 30 full days in which to MAKE SURE you get every single HEALTH, STRENGTH, and VITALITY benefit that is promised. If you don't agree this book transforms your life, return it for every cent of your money back.

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Gentlemen: Please send me a copy of HOW TO EAT YOUR WAY OUT OF FATIGUE by Clement G. Martin, M.D. I understand the book is mine for only \$5.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Payment enclosed.  Please charge my credit card.

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# IS THIS THE WORLD'S MOST POWERFUL HEALING FOOD?

- Now, one of the world's leading scientific researchers gives you *the full story* on one of the world's *most misunderstood* healing foods.
- Shows you how this simple food could be the breakthrough that will provide a cure or prevention for the following diseases:

diabetes . . .  
 tuberculosis . . .  
 bacterial infections . . .  
 viral diseases — including flu, cold, even rabies and infantile paralysis . . .  
 certain specific types of cancer . . .  
 hardening of the arteries, heart disease, and strokes . . .  
 arthritis and rheumatism . . .  
 allergies, asthma and hay fever . . .  
 eye disease, including cataract . . .  
 ulcers . . .  
 kidney and bladder diseases, including tumors . . .  
 hypoglycemia . . .  
 chemical stresses, including toxins and poisons . . .  
 wounds, bone fractures, shock and burns . . .  
 mental diseases, including schizophrenia . . .  
 and even what is now considered the normal processes of aging!

**And He Recommended That All These Diseases —  
And More — Be Treated With This One Simple Food!  
And He Recommends Exactly How To Treat Each One  
Of Them — IN PERHAPS THE MOST CONTROVERSIAL BOOK  
OF OUR TIME BY A LEADING SCIENTIFIC AUTHORITY!**

What if he is right? What if he has, as he says here, identified all these diseases as actually stemming from *one* disease, basic to them all, which can be corrected by simply eating the *right* amounts — and no more and no less — of this one "healing" food!

What if the *two* Nobel Prize Winners, who have each written forwards for this book, are *right* in their appraisals of his work! And, as one of them says:

"This book may ultimately result in a great improvement in the health of human beings everywhere, and a great decrease in the amount of suffering caused by disease."

And, as the other Nobel Prize Winner says:

"I think that mankind owes serious thanks to Irwin Stone . . . It

## ABOUT THE AUTHOR

**IRWIN STONE** has been involved in microbiological research for forty years. During this time he published more than sixty papers for professional journals. He is a member of the New York Academy of Sciences, the American Chemical Society, Society of the Sigma Xi, the American Association for the Advancement of Science, among others.

In 1963, Mr. Stone identified the genetic liver-enzyme disease hypoadsorbemia which is described in this book. In his own words: "The correction of this disease opens up vast unexplored areas in medicine and therapy, and could be one of the major breakthroughs in twentieth-century medicine."

**THIS IS A  
CONTROVERSIAL BOOK!  
HOWEVER —**  
**What if the  
2 Nobel Prize Winners,  
quoted below,  
ARE RIGHT in their  
appraisal of this work?**

gives me great satisfaction to see this book appear, and I hope very much that its message will be understood."

**What If They Are All Right? What Would It Mean To You,  
Today, In Facing Your Own Pain, And Your Own Illness?**

Again, this book is ultimately controversial. But it quotes page after page of medical research to document its prescriptions and its points — and to refute the opinions of doctors who deny it completely.

*Nothing in this book is accepted by the conventional medical theory. But should you know its recommendations anyway? Should you try its simple, specific food therapies against the maladies that have plagued you for years?*

*You must decide for yourself — after you have read the following summary of this scientist's opinions . . .*

**He Believes That Every Drug Store In America Carries On Their  
Shelves Right Now A Mislabelled Food! And That Food,  
If Eaten In The Right Way, Can Treat Disease —  
In Many Cases Better Than Conventional Medicine!**

The food today is labelled as a vitamin. But it is *not* a vitamin at all; it is a simple but exceptional carbohydrate, related to the blood sugar called glucose.

And once you discover that it is not a vitamin but a food, and that you should eat it — not like a vitamin, but like a healing food — then (as he specifically says), "*it acts substantially like an oil for the machinery of life.*"

Let us give you some examples, directly from the pages of his book:

"In carbohydrate metabolism, it has pronounced activating effect on insulin . . . Thus, less of a drug is required if it is taken in combination . . . Diabetes could reduce their insulin requirements if this were practiced."

"It is essential to the proper functioning of the nervous system. Brain chemistry is dependent on the maintenance of proper levels . . ."

" . . . detoxifies carbon monoxide, sulfur dioxide and carcinogens, so it is the only immediate protection we have against the bad effects of air pollution and smoking . . ."

"Increases the therapeutic effects of different drugs and medicines by making them more effective . . . Even an aspirin should be accompanied by a large dose . . . to heighten its analgesic effect and lessen its toxic action on the body."

**And Now Read His Reports On Its Results  
Against Some Of The Most Dreaded Diseases!**

"The bacteria causing tuberculosis is particularly sensitive . . ."

"In 1969 it was reported that laboratory tests conducted at the

National Cancer Institute showed that (it) was lethal to certain cancer cells, and harmless to normal tissue."

"The number of bacteria that each white blood cell digests is directly related to (its) content in the blood."

"It is significant that the two species (of animal) that can catch cold, apes and man, are the two that cannot make (it)."

"Bladder cancer due to smoking and other causes could be prevented . . ."

"This postulates the theory that the factor which preconditions the body to the development of cancer is the degenerative changes caused by continued low levels . . ."

"Indicates that simple ingestion . . . in several spaced doses . . . may be sufficient to prevent the high incidence of heart disease and strokes."

" . . . showed that an extremely sensitive ragweed patient could be protected against adverse reactions to pollen-antigen injections . . ."

"In a larger percentage of cases than most surgeons have realized, cataract is a preventable disease."

"This simple regimen was successful in several ulcer volunteers, who were thus able to avoid surgery."

"Diabetes may be prevented by the long-term ingestion of daily optimal amounts . . ."

"They used a group of 17 people with chronic lead poisoning . . . Within a week or less: 'Most of them enjoyed normal sleep, lost the irritability and nervousness so common with the high calcium treatment of lead poisoning, enjoyed their food more and no longer had the tremors.'"

**And On, And On, And On! But Read Them For  
Yourself, ENTIRELY AT OUR RISK! Satisfy  
Yourself That This Man Is Right Or Wrong —  
Without Risking A Penny!**

It is the function of a free press to bring such books as this to the public they serve! Most doctors say this man is wrong. Two Nobel Prize Winners say he may be right!

And if he is right, what can his simple healing food recommendation mean to you? If he is right, can you afford to spend another day without trying them?

You read this book, from cover to cover, without risking a penny! Thereafter, anytime you have finished it and decide to, you may return it to us for every cent of your money back!

This, we believe, is the way that such controversial thought should be given its fair hearing!

The rest is up to you . . .

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Take FOOD, says this doctor, NOT MEDICINE...and see

# PAIN-CAUSING POISONS LITERALLY POUR OUT OF YOUR BODY!

"Why do I avoid prescribing drugs?", says this brilliant and controversial physician, who has cured literally thousands of patients with nothing more than ordinary food alone!

"For these four vital reasons"—

1. Because drugs do not produce health. They merely mask the symptoms of a disease... cover up the condition, while the body struggles on valiantly to cure itself.

2. This is the reason why so many men and women, of all ages, no sooner fight their way out of one ailment than they fall right into another. Why they are always "half-sick". Why they never really know what it means to be completely free of pain, in glowing health. Because they, and their doctors, do nothing more than merely fight off each new attack, and never drain out the poison that is left from that attack, or rebuild the vital weakened tissue before it can fall prey to a new disease!

**It Is "Tissue Weakness" That Opens The Door To One New Disease After Another! And NO Drug—Only Food—Can Build REAL TISSUE STRENGTH Again!**

3. The lasting way to fight disease, then, is not just to counter-attack each new symptom in its turn...but to build such sheer physical strength into each threatened cell of your body that the organism that causes that disease is either destroyed, or rendered harmless, the very instant it enters your body!

4. This is done in two ways: First, to use a medical-diet to drain out the poisons that make your body weak today. And, finally, to use a second, even more powerful medical-diet to pour Super-Nutrients—Nature's own medicines—into every crippled organ of that body...not only to force out that specific disease, as fast as humanly possible, but also to leave that organ perhaps even healthier than before it was first attacked! For example—

**See How This NATURAL Method Has Worked—  
In Thousands Of Case Histories, From  
Every Walk Of Life, And With Almost  
Every Ailment You Can Imagine!**

We shall let Dr. Nittler's patients speak for themselves: "When I came to you I suffered from swelling and tingling of extremities, almost constant hunger, periodic weakness, great sensitivity to glare and loud noise... Since becoming your patient I find myself energetic and alert until nearly midnight, awake fully by 7:30 or 8 each morning, in good spirits, not sluggish, and continuing throughout the day glad to be alive, performing challenging tasks!"

"Before I became your patient, I had visited several skin specialists hoping to find help in the removal of what appeared to be growths on my face. Biopsies were taken; result negative. I asked how to get rid of these growths; how to prevent their growing back. I received a shrug of the specialist's shoulder (later, his bill!); he didn't know! Dr. Nittler took one look at the area involved and prescribed (natural) medication for external application which within one week's time cleared up the difficulty. It has not returned."

**And Still More Thrilling Results! All Told  
In The Patient's Own Documented Words!**

"However, on Easter Sunday, March 29, 1970, I suffered not only another occlusion, but an acute cardiac arrest. This was preceded by three days of intense weariness, fatigue and restlessness... Only extreme good luck made it possible for me to write these words... They (his regular physicians) believed open heart surgery to be the only hope for giving me a normal life span... It was at this point that I was referred to Dr. Nittler... after his initial examination and after reviewing my medical history... he started me on his "basic heart program"... Within weeks, I noticed great improvement... an increased surge of well-being with each passing week. My family doctor continues to monitor my case. He cannot, at this point, rule out the open heart surgery recommended by his peers, but he is honest enough to admit I've shown great improvement. He says my heart is beating more slowly and stronger and that everything sounds good. My laboratory tests are all normal... I'm looking forward to returning to work and a normal productive life."

"I've been subject to asthma all my life. It would come with a cold or when I laughed or exercised too hard. The situation became dramatically worse when we moved to Santa Cruz in 1966. For some reason I'd catch a cold every four to six weeks... Only when I got it, it would go to my chest, develop into asthma, and I could hardly breathe. I was fed up with being sick and tired all the time... So I went through Dr. Nittler's whole program... Now (1971) the few colds I catch are very mild. I can't even remember the last time I had asthma with or without a cold!"

"In the latter part of November past, I broke out in an allergic dermatitis—severe hives... in addition to the hives, I would get a severe pain

in an area above the right kidney... It was an acute shattering pain that immobilized me. I was next given cortisone. After 24 hours this would lessen the severity of both hives and pain. As long as I continued with cortisone... I was fine, but when I stopped, severe hives and pain returned. Then back to cortisone for four or five days, followed by hives and pain. I seesawed back and forth in this manner for several weeks... A friend of mine gave me Dr. Nittler's phone number and begged me to call him... Then on the tenth day under Dr. Nittler's care, something wonderful (to me, a miracle) happened—I was free of my ailments! A staggering weight had been lifted from both my shoulders and my wife's... Now I am in the thirteenth month after the doctor's care, enjoying the best of health and feeling great!"

**And Literally Thousands Upon Thousands Of Case Histories More! ALL STEMMING FROM NATURAL "SUPER-FOOD" TECHNIQUES LIKE THESE, THAT YOU CAN USE TOMORROW IN YOUR OWN HOME!**

Again, to list only a few examples of the specific, step-by-step "Super-Food" treatments given you in this great book:

Home treatment for constipation that works *through your skin*, and removes *internal poisons*, painlessly and automatically, at the same time it restores normal functions.

How to increase the blood flow (and therefore the life-giving oxygen) not only to your heart tissues, but your entire circulatory system. (As just one side-benefit of this new, natural therapy, cold feet simply feel warm and good again!) This process automatically lowers the work load of your heart, and your lungs, and so, as another marvelous side-benefit, *almost immediately diminishes the ever-increasing shortness of breath* that plagues most people!

How to get *rapid relief* from gallbladder pain. A treatment that also may enable you to actually, painlessly pass a stone or two (and get rid of them for good). And, at the same time, *stimulate the flow of bile from your liver*, and begin simultaneously stomach-healing food-therapy.

Why hemorrhoids do not have to be endured any longer? A simple capsule that may yield apparent benefits in a day or two, with restoration of normal function and comfort in a few weeks, just as it has in case after case in Dr. Nittler's own files!

How to keep from being poisoned by commercial food sprays. This method simply removes the spray from fruits and vegetables—in minutes!

A new way to brush your teeth that costs nothing. And that greatly increases your powers of digestion!

How, if you suffer from an acute illness, you can actually feed your body healing food-ingredients *through the skin*. That go to work to help you, in seconds!

How to cut down overproduction of stomach acid almost immediately, without taking a thing!

**This Is What Liver-Detoxification Does!  
Causes PAIN-CAUSING POISONS TO  
LITERALLY POUR OUT OF YOUR BODY!**

The best and most ancient method of healing wounds. (Animals do this instinctively. But we've forgotten it.)

A do-it-yourself prostate massage that involves only a simple motion with the *legs and soles of your feet*... plus a little-known and delicious food that greatly aids in the *normal function* of this important gland.

What to do for repeated violent pains in the chest (called Intercostal Neuralgia, and often mistaken for heart trouble or even attack). How to tell the difference at once. And then use a simple natural spray that relieves this tortuous pain in minutes, for hours!

The inexpensive food that has fantastic results with cold, and even flu! As Dr. Nittler says: "This remedy alone cures many cases of flu."

Why Dr. Nittler dares to say: "I have known very severe long-standing cases (of Athlete's Foot) respond dramatically after one application!"

And why he also says: "I have seen a deep nasty boil on a cheek drain through the skin in one night with the use of this (natural food product). The infection was on the pad, there was no infection left in the boil and no wound visible."

PLUS: emergency treatments for burns that prevent scarring... a simple remedy for poison ivy that works... how to melt away warts (and even some brown spots)... a non-prescription product (as are all the other remedies given here) that has a wonderful healing effect of the mucous membranes of the *intestinal tract*... home remedies for internal parasites... what you must do, at once, for diarrhea... how Dr. Nittler treats ulcers... how to rebuild weak stomach, without aggravating them... how to break fever in emergencies, especially in children... the tested routine to follow for any virus infection... strength-foods for every part of the body... how your body can build up its own reserve



## ABOUT THE AUTHOR

Alan H. Nittler, M.D., received his diploma in medicine almost thirty years ago from the University of Cincinnati... has been associated since then with both the United States Army and the San Francisco City and County Hospital. He was one of the first physicians to recognize the need for vitamins in medical therapy and the radical difference in effect between synthetic and organic vitamins in therapeutic dosage. He is a frequent contributor to various magazines and journals, and is recognized today as one of the leaders of the new medical science of preventive nutrition as a major factor against both fatigue and disease.

supply of nutrients to fortify its natural resistance in terms of stress or epidemic... weight-reducing without tears... the most effective treatment ever invented for hypoglycemia (low blood sugar)... and much, much more!

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*Revealed at last!*

# A Chiropractor's Treasury of HEALTH SECRETS

Yes, Dear Friend:

How would you like to sit down with licensed Chiropractor, Dr. Samuel Homola, and ask him such vital questions about your health as:

- Can I erase the wrinkles on my face?"
- Can I get a thicker and healthier head of hair?"
- Can I strengthen my eyesight and vision?"
- Can I rejuvenate my glands and organs?"

... and have him give you full, honest, detailed answers to everything you want to know? Now, admittedly these things are contrary to commonly accepted medical thinking. And yet Dr. Samuel Homola says they are within the realm of possibility for the average man or woman. And he reports on all these things—and more—in *A Chiropractor's Treasury of Health Secrets*.

In These Pages, Dr. Homola Says—

- "You don't have to suffer from constipation . . ."
- "You can reduce your blood pressure . . ."
- "You can get rid of that nagging backache . . ."
- You can try a secret that "will give you a 'new' pair of feet!"
- "You should literally erase the wrinkles on your face . . . with one of these secrets!"
- You may use this same secret "for a thicker and healthier head of hair . . ."
- You can "cope with arthritis effectively and painlessly. . . . New facts suggest new treatments for quick relief of symptoms—something relief for sore and swollen arthritic joints."

"Immediately following one of these methods," says Dr. Homola, "it's not at all uncommon for a patient to say that he can 'see better.'

And all these "Health Secrets" are yours for the reading. Simply fill out and mail the No-Risk Coupon—and you will receive Dr. Homola's book to read from cover to cover, without your risking a single cent!

But first I'd like to tell you more about this book, for that is the only way you will be able to judge its usefulness to you. In reporting its Contents, we make no claims—but rather invite the readers—**FREE OF RISK**—to examine it and discuss any or all of it with their own doctors.

In these pages, you'll discover . . .

## How To Improve Your Health And Relieve Your Aches And Pains\*

Here, in Chapter 1, Dr. Homola states: "All of the home-treatments in this book can be carried out without expensive equipment or medications."

"All of the various methods described in this book have been found to be safe and effective," says Dr. Homola. "Anyone can use them without fear of pain or injury."

"Every chapter outlines a complete self-help technique for a specific ailment," he promises. "If you are stricken with acute pain or illness, you should, of course, see your doctor," he says, "to make sure self-help measures would help you." "In the care of certain ailments, they may be more effective than medication, in providing relief from symptoms."

In these pages, Dr. Homola reports on—

**SPECIAL CARE FOR VARICOSE VEINS**—The drugless treatment that Dr. Homola reports on "may be done easily and conveniently," he says—"the effective way to reduce swelling."

**HOW TO CARE FOR HEMORRHOIDS**—Since rectal hemorrhoids or "piles" are also really varicose veins," says Dr. Homola, this same technique "will help drain the accumulated blood" to help relieve discomfort.

**A SKIN IMPROVEMENT SECRET**—Dr. Homola reports on a common food substance that may prevent dry skin and brittle hair and nails. He also reports on a health secret he says "will improve skin tone." One lady who used it following her regular bath reported that her skin took on the "luminous glow" of a baby.

**AN APHRODISIAC**—Dr. Homola reports on a certain tea that he says, "contains hormone-like (testosterone) substances that stimulate the male sex glands." It is available from health food stores . . . and also a common candy which he says is "believed to have a stimulating effect on female estrogenic hormones."

**ARM & SHOULDER PAIN RELIEF**—"Pain in some portion of your shoulder, arm, or hand . . . can very often be relieved . . . with a simple method requiring little more than some ordinary string and sand."

**RELIEVING HIGH BLOOD PRESSURE**—"You can . . . reduce your blood pressure and slow your heart rate," reports Dr. Homola. And he



reports on a number of methods said to do this; one, for example, a common seasoning that he says "tends to lower blood pressure as well as prevent hardening of the arteries."

Elsewhere in this book, Dr. Homola reports on "How to Banish Recurring Headaches," "Relieving Cramps and Gas Pains," "How to Strengthen Your Heart and Lengthen Your Life," "Better Health," "How to Strike Out the Common Cold," "How to Use Home Treatment to Cure Your Backache," "How to Improve Your Health with Leg and Foot Care," "How to Stop Needless Suffering from Hernia," as well as methods said to relieve ulcers, gall bladder trouble, insomnia, anemia, and poor circulation.

There is even a method with which Dr. Homola says "you can gain" a proportionately greater number of calories without gaining weight!

## Here Are Some Of The Many Case Histories Reported In Dr. Homola's Book:

**STOMACH CRAMPS RELIEVED**—"A traveling salesman who suffered from stomach cramps whenever he had a bad cold could relieve his discomfort" by using a method described on p. 28, says Dr. Homola.

**COLITIS & HEADACHE RELIEVED**—"In another case a school teacher who suffered from colitis and headaches could relieve her symptoms" by following this same method, writes Dr. Homola.

**RIDS SELF OF CONSTIPATION**—Malcolm E. took laxatives regularly. He was addicted to them and felt he could not do without them. He was sleepy, tired and "bloated" all the time, and appeared to be getting worse. "I took this patient off laxatives," reports Dr. Homola, "and he followed the recommendations in this chapter . . . After several weeks he was normal once again."

**BELIEVES HEART PAIN**—"Bill C., an attorney, was only 45, but he had already suffered a slight heart attack. His doctor actually recommended many of the measures outlined in Chapter 6 . . . and after faithful adherence to this program . . . his blood cholesterol was back to normal and he no longer had chest pains when he exerted himself."

**BELIEVES LEG PAIN**—Mrs. M. S., a 43-year-old supermarket cashier complained of leg pain. Yet, after using a simple method Dr. Homola tells you about in Chapter 10, "all of her aches and pains were relieved with a single treatment."

**BELIEVES ARTHRITIC SYMPTOMS**—"A 68-year-old retired railroad man complained that he could still walk when he got out of bed in the morning but he could hardly move. And the more he tried to move, the worse he became. He relieved his stiffness, however, with a method described in Chapter 7. 'I feel much better now,'" he remarks, and he is able to take walks and go swimming."

**STIFF FINGERS RELIEVED**—"A 32-year-old cosmetics sales lady who tried this technique said that it relieved the soreness and stiffness in her fingers when nothing else seemed to help," reports Dr. Homola.

**SHOULDER & SPINE PAIN RELIEVED**—"A postal clerk, 38 years of age, who had to stand long hours sorting mail, complained of 'pain or pressure' in the portion of his spine between his shoulder blades. After using this method, he reported complete relief from pain," says Dr. Homola.

**BELIEVES BACKACHE**—"When all else had failed, a 68-year-old retired business executive who had suffered a compression fracture in his spine many months earlier "was able to relieve his backache as well as his leg pain," with a method revealed in Chapter 9.

"Simple self-help measures," says Dr. Homola, "can save you time and money as well as relieve pain and disability. . . . Every chapter is filled with effective self-help methods."

## As More Examples, Dr. Homola Reports On . . .

**"HOW TO RELIEVE PAIN OF MIGRAINE"**—"Do you suffer from recurring headaches of unknown cause—accompanied by nausea, numbness, restlessness or irritability? Do you see a kind of hazy aura or 'spots' before your eyes—just before a bad headache? When it begins, it is usually on one side of the head, with a swollen, painful artery sometimes visible on that side? If so, you may be suffering from

## Here's What A Medical Doctor Says About These HEALTH SECRETS

Paul-Emile Chevrelle, M.D., says in the Foreword to this book: "As a practicing physician, I recommend *A Chiropractor's Treasury of Health Secrets* to anyone who wants to add years to his life. Every page is based on scientific principles."

## 75 Photos And Drawings Illustrate Self-Help Methods Anyone Can Use!

migraine. Dr. Homola says, In these pages, he reveals simple methods migraine sufferers have used for relief of symptoms.

**"CASE HISTORY OF LEG PAIN"**—"A 58-year-old judge complained of pain in his calves when he walked more than a few yards. 'I can walk about a block,' he said, 'and then my legs start aching. After I stop walking for a while, I can walk another block before they start aching again.' X-ray examination of his legs revealed that the arteries were closing down the back of his knee and calves when he walked and calcified that they could be clearly seen. His calf muscles simply ached from poor circulation and lack of oxygen," reports Dr. Homola. By following a method reported by Dr. Homola, he relieved this condition and increased the endurance of his legs that he could walk several blocks without trouble.

**"HOW A MOTHER RELIEVES HER 'FEMALE TROUBLES'**—"A 31-year-old mother, complaining of pelvic trouble and painful menstruation, according to Dr. Homola, was able to relieve her symptoms by using a simple device that can be made easily or purchased at store inexpensively—which "restored circulation by removing pressure" from her abdominal organs.

**"HOW TO STOP NEEDLESS SUFFERING FROM HERNIA"**—Charlie B., suffered from a hernia, as did Bonnie J., Mr. B., a salesman, began to experience a little soreness and swelling in his right groin, for no apparent reason. The doctor told him, "It that bulge gets any bigger, it may have to be repaired surgically." Mr. B. was flabbergasted. How could I have a hernia?" he asked. "I'm not fat, and I never strain myself." Bonnie J., a housewife, also developed a hernia in the groin. "I thought only men had hernias in that part of the body," she said. "Luckily," writes Dr. Homola, "both were able to 'cure' their hernias using the simple secrets described in this chapter."

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The choice is yours. It is never too late to see for yourself the results of Dr. Homola's secrets and methods. The opportunity is here, on this page, in the Coupon. Why not send it in—at our risk—Today!

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# How modern Chinese Medicine helps BURN DISEASE OUT OF YOUR BODY ... lying flat on your back, using nothing more than the palm of your hand!

**THE CHINESE DO NOT BELIEVE IN SURGERY OR MEDICINE FOR MAJOR ILLNESSES. THEY HELP PREVENT SUCH ILLNESSES INSTEAD—WITH A SERIES OF MILD, ALMOST EFFORTLESS INTERNAL EXERCISES.**

At last! A new (although it is 4,000 years old), and different type of self-healing. Born in China over 40 Centuries ago, it is called Taoist medicine. And we will let the foremost practitioner of it in the Western world—Dr. Stephen T. Chang—give you a brief and startling introduction to it:

"Presently, growing old conjures images of high blood pressure, arterial sclerosis, embolisms, cancers and diseases of all imaginative types. Until recently, Westerners have been given few alternatives for dealing with these. We have allowed our bodies and minds to weaken."

However, the main emphasis of the Internal Exercises, is on strengthening our bodies and minds. By performing these simple exercises on a daily basis, we can look forward to living a life free from anxiety of future illnesses and weakness due to present diseases.

"We are thus able to gain control over the vast energy upon which all life depends. We can then use this energy to heal ourselves as well as others."

**"... SELF-HEALING, WHICH IS THE NATURAL RESULT OF DOING THESE EXERCISES ON A REGULAR BASIS, IS GUARANTEED."**

"The Internal Exercises are easily performed, require no strenuous activity, and do not require a great deal of time to perform."

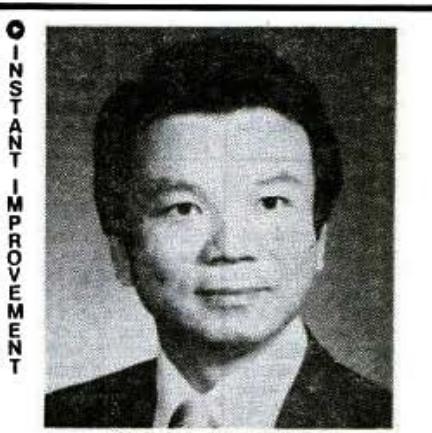
"They are the very opposite of an external exercise. While external exercises may produce an attractive outer figure, they often do so by depleting the energy of the internal organs, therefore causing not only any number of illnesses, but also premature aging."

"Internal Exercises encourage the circulatory system without speeding up the heart rate. All the exercises are done slowly, without effort. You see, the number of times our heart beats during our lifetime indicates the length of our life. We do not want the heart to wear out prematurely. The heart rate does not increase during the practice of these exercises and, indeed, through their practice the heart rate actually slows down."

**FOR EXAMPLE, LET US GIVE YOU THE SIMPLE INTERNAL EXERCISE THAT ENERGIZES THE HEART.**

No movement is required. All you do instead is this:

Sit or stand, with your hands simply extended in front of your chest at the level of your shoulders as shown on page 82. Make sure that the fingertips of each hand almost touch—but keep about a quarter of an inch distance between them. Keep your eyes



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**ABOUT THE AUTHOR**

Currently, he is on the faculty or consulting or conducting classes and lectures in Chinese medicine (which he has been practicing for more than 25 years) in such universities and organizations as: The University of Oslo, Norway...U.S. Public Health Service Hospital, San Francisco...The University of Oregon...College of San Mateo...Golden West College...Center for Chinese Medicine, Continuing Education...and many more.

In addition, Dr. Chang has given many workshops for registered nurses. When held in California, for example, each workshop provided Continuing Education Credit by: California State Board of Registered Nursing...American Medical Association Category II...and California State Board of Dental Examiners.

focused on the tips of your fingers. THAT IS ALL THERE IS TO THE ENTIRE EXERCISE.

Nothing more. Not a single strain on any part of your body. Your heart beat doesn't rise a single beat. And yet, what happens is this—

"This exercise creates a flow of energy which comes in through the fingers of the right hand, comes across the chest and into the heart, then passes through the heart. IT STRENGTHENS THE HEART TISSUES AND SURROUNDING BLOOD VESSELS. With practice, you will be able to feel the entire circle of energy as it passes through your arms, body and heart. Then you will know that you are building a stronger heart."

**AND THESE ARE THE RESULTS DR. CHANG PROMISES YOU—**

"Solar plexus exercise," in which the Chinese help BURN DISEASE OUT OF THEIR BODIES...lying flat on their back, using nothing more than the palm of their hand.

"Likewise, by massaging the outside of the legs in a downward fashion, problems, such as high blood pressure, water retention, and overweight...can be cured or prevented from occurring. Problems of bursitis and arthritis can be reversed, or at least prevented from degenerating further.

"Excess fat, water and flesh muscle will be eliminated, and the belly will shrink."

"This motion breaks up constipation, encourages absorption of nutrition and strengthens

the entire digestive track."

"This way, invading germs do not have a good environment in which to settle and germinate, because one's bowel movements are so strong and regular. Then it is not easy to get disease."

"By following this exercise, you will insure yourself of good hearing into old age."

"Clicking the teeth—as shown to you on page 59—will help tighten the joints of the body, and keep the teeth healthy."

**PLUS ALL THIS—BY DR. CHANG**

How to eventually throw your glasses away, simply by rubbing around your eyes for a few minutes each day.

How to keep your lungs strong, acquire fewer colds, allergies, and sinus conditions, simply by stimulating certain points about your nose.

How to use natural healing water as a form of medicine, so powerful that it may be used to treat cuts and other infections. And so powerful, indeed, that, when properly used, it helps prevent tooth decay.

Brain cleansing—by breathing.

The state of inner vision, that helps you see the signs before a disease begins to take hold in your body.

How to check stomach sag, merely by concentrating on your feet.

For men, how to prevent or reverse prostate enlargement by using a simple three-minute sitting exercise.

**AS DR. CHANG SAID, "IF ONE NEVER HAS A MILD ILLNESS, THEN A SERIOUS DISEASE WILL NEVER DEVELOP."**

Many years ago, most medical men would have laughed at the Taoist medical invention of acupuncture. Now thousands of doctors all over America are using it for their own supplementary treatment. Will the same story now be repeated with these Internal Exercises?

No one knows, but already they are being used by thousands of people to heal themselves, through this great new book.

Here's all you do. To receive a return-mail copy of THE BOOK OF INTERNAL EXERCISES by Dr. Stephen T. Chang, send \$12.98 in full payment (which includes handling and postage) to Personal Realization, Inc., 535 Fifth Ave., Dept. WW1-6 New York City, N.Y., 10017.

Try these Internal Exercises for as long as you wish, entirely at our risk. If they do not do everything that Dr. Chang says, simply return the book at any time, for every cent of your money back.

# The Home Library of 501 FREE and LOW-COST MEDICAL TREATMENT and SERVICES

**Yes, 501 different ways to save time, money and sheer agony the next time you need a doctor...a dentist...a pharmacist...a psychiatrist...or a hospital. Including—**

## How To Save Money On Doctor Bills

"The average fee charged by (see page 4) will be less than the cost of going to a hospital emergency room or to a strange doctor or specialist."

"You don't have to go through and pay your new doctor for all of the tests and examinations that (see page 4)."

How to use your telephone to save trips to your family doctor. Page 4.

"Don't hesitate to tell your doctor when you cannot afford something, or the price quoted is too high. He has many avenues of help that he can call into play to refer you to a less expensive method of doing it or a less expensive source, such as (see page 5)."

"If you and your doctor cannot come to a mutually agreeable amount to pay, then you can easily go to (see page 5)."

Free medical advice. "In most cities you can call (see page 6), and speak directly with one of the doctors there."

## How To Save Money On Hospital Bills

When you check into a hospital, here's how to make it understood that you want your charges to come as close to your total insurance coverage as possible. (See page 6.)

From The American Hospital Association—a 12-point Patient's Bill of Rights." Page 6.

Is surgery scheduled? Many hospitals will NOT charge you for the blood you use if you follow the simple method on page 7.

How to save huge amounts on nurses. Page 7. The two rules of saving big money on hospital rooms. Page 7.

"Do not go into a hospital for tests unless (see page 7)."

## How To Avoid Unnecessary Surgery

"...reduce operations by as much as 20 to 60 percent." Page 10.

"Look out for a doctor or surgeon who (see page 10)... Drop a doctor or surgeon who (see same page)."

"A doctor that (see page 11) may open himself to a malpractice suit."

"Under (see page 11), if your income is under certain specified amounts, the surgeon must accept the fee scheduled in your policy as full payment."

## How To Save Money On Dental Bills And Drugs

Free and low-cost dental care. Page 13.

How to save money on orthodontistry for children—page 13.

How to save big money on drugs. "Whenever your doctor is writing a prescription for you, ask him to direct the druggist to (see page 14). This may save you money by allowing you to use left-over portions of some prescription drugs... for a similar disorder or a continuation or return of the same disorder."

How to have your doctor provide for you to purchase

prescription drugs in bulk or at wholesale—page 15.

The most common way that pharmacists cheat you... and the easy way to make absolutely certain they can't—page 15.

## Free Clinics

"There are now about 250 free clinics serving some million and a half patients a year. Sometimes it is a year or more before a new clinic or medical service winds its way into the telephone book. The only way to keep up is (see page 16)."

Free birth-control clinics—page 16. Free and low-cost medical services at university clinics. Same page.

"Optometry clinics, where you can have your eyes checked and glasses fitted at a small fraction of the cost you would pay at an optometrist's—page 16."

Free clinics for specific ailments. "Venereal Disease Clinics. Tuberculosis Clinics, all sorts of free immunization clinics—for polio, etc." (See page 16.)

Free storefront clinics. "Because they do not operate for a profit, they are open and available to anyone." Same page.

How to save money on nursing-home care. "Any senior citizen who (see page 19) is eligible for nursing home care after a hospital stay."

How to handle emergency medical bills—page 24. "We do NOT recommend putting yourself in debt."

Free and low-cost examinations and tests by private clubs and groups. "From a dollars-and-cents standpoint, it is much better for you to (see page 26), to take a free test like this, rather than have to pay as much as \$25.00 for the same examination by a doctor in private practice." Page 26.

How to save money on chiropractic care—page 40.

## Free Medical Care For Veterans And Their Dependents.

Hospitalization admission priorities—page 21. Free prescription service for veterans—same page. Free state hospital care for veterans. Nursing-home care. Free outpatient medical treatment. Same page.

Free outpatient dental treatment. Free prosthetic appliances for veterans with active military service. Free aid for blind veterans. Page 22.

Free pension for veterans with non-service-connected disabilities—page 23.

## Free Social Service Programs. Free In-Home Nursing And Medical Care.

"Range from child care to centers for the needy aged. Also provided are literacy education, job counseling, and treatment for alcoholism or drug addiction." For example:

Adoption services—Foster homes for children—Benefits for unmarried mothers—Child protection services—Help with money-management—Help in finding housing—Job training—Instruction for homemakers—Help for the mentally retarded—The Meals on Wheels program for the elderly and shut-ins. All on page 27.

The Visiting Nurse Association arranges for registered professional nurses to go into the home and give whatever

**Why This  
"Home Library of Free  
and Low-Cost Medical  
Treatment and Services"  
JUST HAD TO BE WRITTEN!**

By its author, the internationally-famous researcher... Mark Weiss.

"It is possible, in many ways, to cut your hospital, doctor, drug, and dental bills... as you will see when you start reading the more than 501 ways that I discovered and made a part of this book—the first of its kind ever written."

"After you have read this book you will realize how easy it is to substantially lower the costs of medical services and products."

"This is especially true if you take advantage of all of the free medical services I have uncovered and reported to you in detail in many of the chapters."

care the doctor has prescribed and is necessary. You pay only what you can afford. You pay nothing if you cannot afford to pay anything. (See page 28.)

## All About Medicare And Social Security. Starting On Page 28.

Who really gets the checks? How to get checks for a family. How to get survivors' checks. And much more.

"... helps pay for your doctor's services and a variety of other medical services and supplies that are not covered by hospital insurance. They are..."

"If a worker is receiving retirement or disability benefits, monthly benefits also can be made to his or her..."

How to get supplemental security income checks.

"... they will help you apply for Medicare, complete claims forms for you, and will answer your questions about the program."

People under 65 who are eligible for Medicare.

Your free library of Social Security publications. Including: "Social Security information for young families," "How to work and still get Social Security benefits," "How some people get Social Security before they retire," And many more.

Your free library of Medicare publications. Including: "Your Medicare Handbook," "How to get durable medical equipment under Medicare," "Your right to question the decision on your claim for medical insurance benefits under Medicare," And many more.

Medical and dental expenses you can deduct on your income tax. Page 34.

How to locate sources of free psychiatric care in your area. Page 39. "You can get help fast, when you need it, without a lot of worry about appointments and big fees."

## Only \$6.98— Fully Guaranteed.

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If it hasn't saved you one hundred times its cost, simply return it to us for every cent of your purchase price back. There's simply no way you can lose.

**Dr. James K. Van Fleet Claims:**

# YOUR ACHE AND PAINS DISAPPEAR WITH AMAZING CHV\*

**Dear Friend:**

Here, revealed for the first time ever, is the amazing story behind the miracle health secret, CHV! What you are about to hear may at first seem astounding, incredible — but says noted doctor James Van Fleet,

"I have seen these fantastic results demonstrated time and again in my practice."

Pulled from a 30 year accumulation of extraordinary case histories in his private files, here are just a few examples of the astounding results achieved:

- Eyesight Regained • Senility Reversed • Crippling Arthritis Healed • Excruciating Painful Kidney Stones Dissolved • "Incurable" Psoriasis Spectacularly Cured • Hearts Rehabilitated — Patients Can "Do Everything after Heart Attack" • All Kinds of Pain Relieved • Falling Hair Stopped and Hair Recolored according to some researchers!

Perhaps you're thinking that miracle healing CHV must be very rare and expensive — used only by the wealthy people who frequent European Health Spas.

Not at all, says Dr. Van Fleet, you will find CHV inexpensive and easily available. You've probably passed by CHV dozens of times on the shelves of your local supermarket or health food store — completely unaware of the fantastic healing potential! For example, using a CHV tea and concentrate, see how...

**KEVIN WALKS AGAIN!** Kevin, 34, confined to a wheelchair because of rheumatoid arthritis, got no relief through the drugs nor the painfully hot baths his doctor had prescribed. After only a short time on CHV the swelling and excruciating pain were gone! Now back at work, he has never been troubled since!

## CURES YOUR MAJOR HEALTH PROBLEMS — NATURALLY!

Two CHV teas are so powerful that they have healed some major ailments, states Dr. Van Fleet, yet this health secret is so mild that he routinely prescribes large amounts — sometimes up to ten times or more the usual amount — for ailments with complete confidence! See how it helped the mother of one of Dr. Van Fleet's patients:

**AVOIDS CRIPPLING SURGERY!** Fearful and in bad shape, an elderly diabetic woman was brought to Dr. Van Fleet's office by her daughter, Brenda F. Brenda explained that, because her mother's badly ulcerated foot had not healed after three weeks in the hospital, her doctor wanted to amputate it just above the ankle. Brenda's mother said absolutely not, and signed herself out of the hospital! Dr. Van Fleet then examined the elderly woman, and recommended that she use CHV every day. Very shortly, the ulcer healed completely, and she avoided the needless surgery that would have crippled her for the rest of her life!

## BETTER HEALTH WITHOUT DRUGS!

Naturally, if your doctor prescribes a drug that you need, do not hesitate to take it. However, Dr. Van Fleet has found that many patients do not need prescription drugs to restore their good health and maintain their vitality. In fact, he states that drugs destroy the vitamins taken into the body, and often cause such undesirable side effects that their use is questionable!

On the other hand, this miracle remedy is not a dangerous drug — CHV cannot hurt you, states Dr. Van Fleet, since THERE ARE NO UNDESIRABLE SIDE EFFECTS WHATSOEVER!

With CHV you can resolve your heart condition rapidly, says Dr. Van Fleet. In fact CHV can be your best insurance against a heart attack, claims this noted health researcher. He also states that after a heart attack this drugless remedy lessens the chance of a second or a third attack! Paul's case is a good example:

**PAUL'S HEART RESTORED!** Paul had been left a cardiac cripple after two devastating heart attacks six years ago. He spent his time in bed or in a wheelchair, for the slightest exertion brought on chest pains and breathing difficulty! Only a week after CHV treatment had begun, Paul began to show improvement. Now he can do everything — he swims daily, jogs to and from the office, and plays 18 holes of golf every Thursday!

Admittedly, the usual treatment for Angina Pectoris

eases the pain, but it is not a cure, maintains Dr. Van Fleet, for it does not solve the basic cause of the attack which is the fact that the heart doesn't have enough oxygen. CHV can supply that oxygen and can help the heart use it more efficiently, says Dr. Van Fleet! See how this fantastic remedy helped Glenn:

**GLENN OVERCOMES ANGINA!** Glenn O., 55, was confined to a wheelchair with Angina Pectoris. Even a short conversation made him feel as if he'd been stabbed in the arm pit with a sharp knife that was being twisted around! Shortly after using this miracle healing secret, CHV, the pains stopped, and a short while after that he got out of his wheelchair. Glenn has been free from angina pains now for seven years!

## OTHERS TESTIFY TO CHV HEALING POWER!

- Sam N.'s painful, recurring kidney stones were dissolved with this extraordinary CHV treatment!
- Willis N. avoided surgery by using a soothing CHV ointment on his badly burned hand which prevented permanent scarring and disfigurement, miraculously!
- Nancy N., given only two months to live with deadly kidney disease, improved immediately after using CHV, and now her kidneys function properly and her health is regained!
- Dorothy J. took an easily prepared CHV drink. She cured her stomach ulcer and avoided an operation that would have removed one-third of her stomach!
- Lester O.'s severe bronchial asthma was relieved in one short week through amazing CHV with no side effects!
- George K. used an invigorating CHV drink which cured his arthritis, bursitis, neuritis, anemia, and prostate gland trouble!
- Lloyd R.'s severe prostate condition healed rapidly and he avoided the surgery his doctor advised, thanks to the extraordinary healing power of CHV!
- A sixty-eight year old woman, who had glaucoma so bad she could only distinguish between light and dark, used a CHV preparation every day and now her eyesight is greatly improved!

But the results of these and other equally startling healings revealed by Dr. Van Fleet are just the beginning! For instance, who wouldn't want:

## NEW ZEST AND ZEAL FOR LIFE!

Dr. Van Fleet states unequivocally: the primary purpose of CHV is to cure the basic illness, but the end result is always increased vitality and stamina...

- You'll have more go-power — you'll be more self-confident and no longer shun business or social engagements because you don't feel up to par!
- You'll be at your peak all the time — you'll have immediate energy plus staying power!
- Your sex life can improve dramatically — patients in their 70's and 80's have rediscovered sex after they thought they were all finished! And they have the physical abilities to match their desires!

## UP TO 20 ADDED HEALTHY YEARS OF LIFE!

A Nobel Prize winning biochemist makes the shocking claim that — with the help of CHV — you can increase both the length of your life and your period of health by as much as 20 years, says Dr. Van Fleet, adding that you can:

**LOOK YOUNGER** with healthy shining hair, smooth wrinkle-free skin, beautiful teeth firmly anchored in sound gums... even prevent baldness and replace grey hair with dark!

**FEEL YOUNGER** with improved eyesight, better digestion, less fatigue and... sleep soundly again!

**REDISTRIBUTE WEIGHT** from where you don't want it to where you want it... without tedious exercises!

**SWEEP YOUR ARTERIES CLEAN** of clogging fatty



### MEET THE AUTHOR

James K. Van Fleet, D.C., is a cum laude graduate of Logan Chiropractic College, St. Louis, Missouri, and has done extensive post-graduate work at prestigious Telford Chiropractic Clinic in Washington. Over the years, he has continually researched and worked in the fields of nutrition, vitamins, minerals, and folk medicines. Dr. Van Fleet feels that all too many people are today needlessly burdened by chronic fatigue and loss of energy, and has worked to find a way to inject his patients' lives with renewed pep, stamina and vitality. He is the author of numerous articles in the health field.

accumulations that... make you old before your time!

### A WIDE VARIETY OF ILLNESSES HEALED — INEXPENSIVELY!

To top it all, this amazing healing secret costs only pennies compared to prescription drugs and other medicines, says Dr. Van Fleet. He also states that CHV can relieve sometimes almost overnight — a wide variety of ailments... here is a partial list:

**CARDIAC AND CIRCULATORY PROBLEMS** — angina • arteriosclerosis • dropsy • high blood pressure • high blood cholesterol • heart problems • leg cramps • varicose veins

**MUSCULAR PROBLEMS** — arthritis • bursitis • muscle spasm • rheumatism • backache

**RESPIRATORY PROBLEMS** — asthma • bronchitis • colds • flu • hay fever • sinus trouble

**NERVE DISORDERS** — epilepsy • migraine • multiple sclerosis • neuritis • Parkinson's disease • senility

**DIGESTIVE PROBLEMS** — diarrhea • colitis • constipation • indigestion • gastritis • hemorrhoids • liver problems • stomach ulcers

**URINARY AND OTHER INFECTIONS** — bladder infections • cancer sores • cystitis • deep-seated infections • kidney infections • urethritis

**OTHER HEALTH PROBLEMS** — glaucoma • eczema • impotence • incontinence • kidney stones • menstrual problems • premature aging • shingles • warts • prevents cataracts and blindness

**TRY IT FOR 30 DAYS AT OUR RISK** — The time has come to say goodbye to your aches and ailments — and to open the door to added years of zip and zest with CHV, says noted health researcher, Dr. Van Fleet! To find out more about miracle health CHV, simply mail the No-Risk coupon... NOW! A copy of "Magic of Catalytic Health Vitalizers" by Dr. James Van Fleet will be rushed to you. Begin to put this amazing secret to work for you right away!

Yours for a long and healthy life.

Elizabeth J. Corey *Elizabeth J. Corey*

— MAIL NO RISK COUPON TODAY! —

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Gentlemen: Please rush me a copy of **Magic of Catalytic Health Vitalizers** by James K. Van Fleet! I enclose \$10.95 in full payment. I understand that I may examine this book for a full 30 days entirely at your risk or money back.

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# Three words from this book saved this man's arm, and his life!

He had suffered a massive stroke. The doctors gave him one chance in five of living through that week. One chance in a thousand of ever using that arm again.

He knew he needed stronger medicine than medical science could provide. So he asked his son to bring to his hospital room the manuscript for this simple book of discoveries he had made about the metaphysical world. And that night—while he was waiting for the crucial angiogram the next day—he found on page 21 the three-word truth that gave him the defense against those deadly predictions.

That was two years ago. Today this same man is writing you this message—with the same right hand that the doctors said he would never use again—asking you to share in this world that begins where modern science stops.

You have never known the God-inside-you till you have shared this book.

Its basic theme is very simple. Old age, failure, disease and death are all illusions. There is a way to see beyond all of them. And one of the most effective of those ways, explored in this book, is a series of small, plainly-written but unfamiliar "Puzzles for the Soul".

There are forty-one of these tiny puzzles in this book. Each one of them is a miniature initiation rite into a different aspect of the hidden reality.

#### For example:

If you are afraid of death—at any age, for any reason, from any cause—turn to page 10 and receive your first glimpse of a new kind of immortality. Then turn to page 54 to 56, and witness yourself—in picture form—before you were born, and after you die. And then, as the final key to this age-old puzzle, turn to page 151 and learn why you are

older than the stars, and will go on shining long after they dim.

**Alone? Desperate? Afraid? Then you start on page 13.**

The odds are a thousand to one that the words you read there will mean nothing to you. Because you are still, at that point, only at the first stage, your present stage, of pre-knowledge. So you follow the puzzle as it winds its way to page 60, and you see for the first time the others who will never leave you, and who need only to be summoned back again whenever you truly need them. And then, in the final rite, on page 150, you go beyond the longing for mere man, and make contact with a new God, who is all Gods in all their Buddha/Jesus/Allah/Jehova masks, and who banishes all fear with a single touch on your brow.

**Are you trapped like a bird in a bottle? Then turn to the three words on page 21.**

These words saved my sanity, my hand, and my life. I think they may have the same importance to you. They will make no sense when you first read them, just as being trapped in a too-narrow fate makes no sense. Study them for five minutes. Memorize them. Put the book away, and come back to it—on page 70—the next day. Now they will have the slightest glimmer of meaning to you, the slightest possibility of a workable hope.

Again, put away the book for another day. Then open it a third time, to page 154. Now the words will have changed to the size of a wide-open invisible door for you. A door that you may walk through out of that former "trap", which has now turned from "steel" to air.

These words I write here may make little meaning to you now. But I wish I could shake your hand with my "paralysed" hand to show you how very real they are.

Mr. Schwartz's book is called "The Sound of One Mind Thinking". Its cost is \$6.95 plus \$2 postage and handling (or \$13 including postage if you wish the deluxe hard-covered edition). It has 160 pages, over forty hand-drawn illustrations by one of California's leading young artists. It is completely guaranteed, with no time limit. Simply send your payment to Eugene M. Schwartz Associates, Inc., 857 North Queens Ave., Lindenhurst, New York, 11757.



If you choose death, you will die.

Why choose it?

If you choose sickness, you will suffer.

Why accept it?

If you choose adversity, you will be ground into powder.

Why allow it?

I should have died two years ago. But I lived to see this book published, to offer it to you. I want you to know that there is much in this book from Zen, from Christianity, from Modern science, from the new views we have of the universe and the stars and their residues in our own bodies. I have studied over forty years to construct these puzzles for your soul. They are simple, but they are not easy. You must spend some time with them. You must allow them continued meditation to penetrate to the deepest level of your awareness. Some of them will irritate you; some of them will infuriate you; some of them will haunt and help, you for the rest of your life.

They embrace all religions; they contradict none. I will be laughed at by my friends—especially the richest and most famous of them—by offering them to you in this way, and daring to use these words to describe them.

I don't care in the slightest. There are certain acts a man must perform, to prove that he has paid the universe for allowing him to live.

This is one of them.

Eugene M. Schwartz

NOW! Gertrude Enelow says

# THROW AWAY YOUR PILLOW

and wake up the next morning *looking and feeling up to ten years younger!*

This is the first real advance in deep, scientific, beautifying sleep in over 2,000 years. One of America's leading health pioneers—whose wonder-working methods are recommended by dozens of doctors and hundreds of newspapers and magazines—now brings you AN ENTIRELY NEW SLEEP DEVICE, as different from an ordinary pillow as the jet airplane is from the horse and buggy.

This revolutionary new SLEEP INDUCER is designed to give you the following benefits, from the very first night you place it on your mattress:

1) Fall asleep in minutes—no matter how much tension or frustration was crowded into your day.

2) Sleep more deeply and peacefully than you have known since you were a child. With no tossing and turning. No tension nightmares. No waking up and staring at the ceiling at 4 A.M.

3) Turn every minute of this sleep into a beauty treatment for your face and neck. Sooner or later, you will notice that your friends are pressing wrinkles into their faces by sleeping the wrong way—you will wake up the next morning with your skin smoother, your jaw line firmer, the appearance of your face far fresher and younger than you have known in years.

4) Completely recharge the "Energy Battery" of your body. So that six hours of sleep, this new completely-recharged way, will be equal to ten hours of sleep the old way. So that you will bounce out of bed in the morning...have no need for a coffee break before lunch...soar effortlessly through the day's activities...and still have plenty of energy left over to dance till dawn if you wish to.

And finally, and perhaps most important of all...

5) Sooth the aches and pains you build up during the day. So that those terrible morning stiffness and shoulder aches become relaxed as rubber again. Tired legs grow strong during the night. The small of your back—the worst pain source of all—is drained of stress, and soothed out of stiffness. So that you never wake up the next morning with a sore spine, or "pins and needles" in your arms or legs, or a stiff neck and shoulders. And years of "accumulated tiredness" seem to have evaporated from your body overnight.

#### These Are The Benefits This Device Will Give

You—Starting With The Very First Night.

Now Here Is Its Startling Background, So You Can Understand Why It Must Work For You!

Once again, this revolutionary new SLEEP INDUCER—which you may prove to yourself, in your own home, for a full thirty days at our

risk—was created by Gertrude Enelow, one of America's leading health pioneers.

Perhaps you have read the thrilling articles describing Mrs. Enelow's wonder-working methods in the Chicago AMERICAN, St. Louis CITY JOURNAL...Louisville COURIER...and dozens of other newspapers and magazines—not only in this country, but also in England, Sweden, Germany and Norway.

Perhaps you are one of the many men and women who have been won over by Enelow by demonstrations all over the country—to help strengthen torturous backs...to gain desperately-needed sleep without tranquilizers or drugs...to bring back the natural energy, drive and vigor you may have thought was gone forever.

Or perhaps you are one of the 107,000 people who have already purchased Mrs. Enelow's phenomenal best-seller, BODY DYNAMICS—and now you are so satisfied with what you have learned, you want to take the next step further. Now it has been **BUILT INTO** a revolutionary new sleep device, that simply replaces your present pillow. And then automatically positions your body so comfortably on your bed—without a single pressure on any nerve center...without a single joint resting on another...with the small of your back unburdened at last...with your neck and head so perfectly aligned, and even your ankles and wrists so completely relaxed that sleep simply **MUST** come!

This new method of effortless, automatic sleep has been tested on hundreds upon hundreds of men and women. And now it has been refined and perfected one step further. Now it has been **BUILT INTO** a revolutionary new sleep device, that simply replaces your present pillow. And then automatically positions your body so comfortably on your bed—without a single pressure on any nerve center...without a single joint resting on another...with the small of your back unburdened at last...with your neck and head so perfectly aligned, and even your ankles and wrists so completely relaxed that sleep simply **MUST** come!

Again, There Is Nothing To Learn, Nothing To Practice.  
It's As Easy As Lying Down, And Closing Your Eyes.

What do YOU have to do, to use this revolutionary new SLEEP INDUCER? Simply this:

First, take your present pillow and put it in the closet. In a few days you will throw it away for good. But first, you will want to prove this SLEEP INDUCER to yourself.

Now, lay the SLEEP INDUCER on your bed. Notice, of course, that it is **HALF** the size of your old pillow. That it is made of foam-rubber, feather-like, and therefore ultimately comfortable. And, above all, that it has a **tab** at the bottom, that tells you precisely where your neck and head go.

This, of course, is the key. It is so simple that you will wonder why it has not been thought of before. It is so **incredibly effective** that you are about to have the most divine night of sleep you have experienced since you were a child.

Spent a few seconds glancing at the Position Sketch that accompanies the SLEEP INDUCER. Then lie down on the INDUCER with the tab underneath your neck, as the sketch shows you. NOTICE how its simple positioning of your neck and shoulder automatically arranges the other parts of your body—causes your entire body to sink so deeply into that mattress that it is converted, in seconds, into a completely relaxed, literally-limp "human rubber-doll."

Now, for the first few minutes, simply luxuriate in the marvelous floating-freedom this position gives you. It's almost as though your body had **absolutely no real weight at all**. Notice again that even your neck muscles are relaxed, and yet strengthened. That your chin is automatically uplifted. That every inch of your face is being automatically smoothed, and glowing, and toned. That—as you seem to have suspended gravity and anxiety at the same exact moment...as you irresistibly begin to drift off into a deep, soft dreamless sleep...your entire face, neck and chin are about to be given a full eight-hour beauty treatment.

And then—when you wake up the next morning more refreshed than you have known for years—go directly to your mirror. You may gasp in joy at the new youth you will see in that mirror that very same morning!

#### Try It At Our Risk.

But you must actually try this revolutionary new SLEEP INDUCER yourself, to believe it. Its cost is only \$14.98 complete, with custom-made pillow-slip. This is less than half the cost of the first night of an ordinary pillow. It is far, far less than you may be spending today on tranquilizers or other types of sleeping pills. And we promise you that its results will astound you from the very first night—or every cent of your money back.

You have absolutely nothing to lose, and everything to gain. You are perfectly aware that sleep—deep, relaxed, completely-natural sleep—is the greatest source of energy your body and mind will ever have. You know that right now, having lost this vital gift of sleep, you are draining energy and youth out of your body the same way that a leak drains air out of a tire.

This is your chance to stop that energy-leak, stop that youth-drain, stop those nights of sleepless torture. Prove it yourself, entirely at our risk—**TODAY!**

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----- MAIL NO-RISK COUPON TODAY! -----

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Dept. NY-3

119 Fifth Ave., New York, N. Y. 10003

Gentlemen: Yes, please send me Gertrude Enelow's revolutionary new SLEEP-INDUCER, to try for ten days entirely at your risk. I am enclosing only the low introductory price of \$14.98 complete, including custom-matching slip case.

I understand that I must be absolutely delighted with this amazing SLEEP-INDUCER, from the very first night I try it. If I am not, I may simply return it to you, for every cent of my money back at once.

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. postage and handling charges. Same money-back guarantee, of course.

Name  
(Please Print)

Address

City

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Zip

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This is the revolutionary SLEEP-INDUCER perfected by Gertrude Enelow. Half the size of your present pillow, it is guaranteed to give you the best night of sleep you have had in years, or every cent of your money back!



# YOUR EYES CAN HEAL THEMSELVES

once you learn to relax them back towards normal, this eye specialist's ingenious way...

If You Suffer From A Single One Of These Torturous Symptoms Of Weak Eyes—Bad Eyes—Failing Eyes—THEN THESE FACTS BELOW MAY BE THE MOST IMPORTANT YOU HAVE EVER READ IN YOUR LIFE!

Because they reveal, for perhaps the first time in your life, how the muscles surrounding your eyes may have tricked you into the following agonizing symptoms: Near-sightedness . . . Far-sightedness . . . Astigmatism . . . The inability to read without glasses . . . Crossed eyes . . .

Exhausted eyes, and the headaches, tension, anxiety, insomnia, and bone-weariness they so often cause . . .

And any other condition of the eye that causes you to be a prisoner of glasses, where you are forced to watch your eyes weaken year after year; and go back to that doctor, year after year, for new glasses that are always thicker and thicker, stronger and stronger, uglier and uglier than the year before!

And Every One Of These Symptoms May Actually Be Controlled . . . And Then Diminished . . . And Then Eliminated—OFTEN BY AS LITTLE AS THIS ONE SIMPLE INSIGHT INTO THEIR HIDDEN CAUSE!

And that insight is this: If you suffer from any of the symptoms listed above, then you must understand at once that your eyes are not ill . . . they have not deteriorated . . . they have not lost their true power to see in any way!

What has happened to them instead is simply this: What has gone wrong with your eyes is not their lenses themselves, but the muscles surrounding them, that focus those eyes by lengthening or flattening them!

If these muscles are used properly, then your eyes are focused correctly, and you see sharply and clearly. But if you mis-use these muscles—if, for example, you clamp them around your eyes too tightly—they will unconsciously and habitually throw those eyes out of focus, and you will develop one of the agonizing symptoms listed above!

It's exactly as if you were playing golf or tennis, and you habitually tried to hit the ball too hard. Your muscles tighten to the point of "freezing" . . . you lose your natural coordination . . . every move you make is "blurred" in one way or another . . . and after awhile your entire body aches with fatigue!

So "Weak" Eyes Are Caused By Tense Muscles! And To Make Those Eyes Strong Again, You Have To Learn How To LOOSEN Those "Rigid" Muscles, AND LET YOUR EYES "FLOW BACK" INTO CORRECT FOCUS AGAIN!

Let us repeat this vital fact: To correct any or all of these symptoms, you do not exercise your eyes! You do not strengthen your eyes! You do not place more strain or pain or burden on those already-overburdened eyes at all!

What you do instead is this: You simply learn how to RELAX those tightly-clamped muscles, in the ingenious fashion taught to you by this internationally-famous eye-specialist and physician!

In other words, you stop fighting these agonizing symptoms (which only intensifies them in an ever-increasing spiral of poorer and poorer vision), and—instead—give them the soothing treatment that lets them "loosen up" and start healing themselves!

And—once you have coaxed relaxation back into those overstrained eyes, just as the normal eye is always relaxed when it sees without effort—then you can gently and effortlessly RE-TRAIN them to lengthen and shorten the eyeball as they really should!

And then, finally, once your eyes have been trained to stop overstraining . . . to focus normally again, without conscious effort . . . to loosen up enough to automatically shift focus 70 times a second . . . exactly as the normal tension-free eye does—then those eyes will

## HOW DR. WILLIAM M. BATES ARRIVED AT HIS REVOLUTIONARY DISCOVERY...

"Why?", asked this renowned eye specialist, several years ago, "If glasses are the correct procedure for sub-normal eyes, must these glasses be strengthened because the eyes under their influence have weakened?"

Anyone who has worn glasses knows this to be the usual case. But, logically, if a medicine is good, the doses should be weakened because the patient has grown stronger!

Therefore, Dr. Bates drew his revolutionary conclusion: That the outer muscles of the eye, and not the lens, when they are mis-used, cause blurred sight! And that we make our own eye troubles, by tightening the wrong group of muscles on the outside of the eye-ball?

All the rest you see on this page follows inevitably from this simple fact! And it has never been refuted, though for purely commercial reasons it is not generally accepted in this country!

from that moment on, give you sharper sight, clearer sight, more perfect sight, every single day that you continue to use them!

Think Of Eyes Growing Sharper And Sharper Each Day, Instead Of Fuzzier And Fuzzier! Think Of Glasses Being Put Away, For Longer And Longer Periods, TIL. FINALLY YOUR FRIENDS AND FAMILY GASP IN DELIGHT AS YOU NO LONGER NEED THEM AT ALL!

Again, the key is Scientific Relaxation! Freeing the eye to do again what it once did automatically and unconsciously: to do the clear, brilliant sight which still remains within the eye to spring back to life, once the "muscle-chains" that are clamping it down are released!

And the results are often astounding! Let us give you just a few—directly from the pages of this great book:

"Simple as this (relaxation) drill seems, it tricks the sub-normal eye into doing all the natural things that the normal eye does unconsciously . . . As your vision improves daily you will get the effect that all the world has had its face washed."

"Suddenly the muscles let go, shaping the eyeball normally for a moment or two, so the entire panorama stands out perfectly just as with normal vision. The vision is so vivid and comes so suddenly that it literally takes the breath away, and they gasp or cry out. These flashes are sure proof that the vision is within the eye, as soon as the eye can be relaxed to permit vision to take place. Vision is like a faucet: tension turns it off, relaxation turns it on."

"I once worked with a cataract case, whose vision we had improved with our method to such an extent that I called in a doctor, who worked sympathetically with us, to examine his eyes with a power ophthalmoscope. One eye the doctor found to be entirely cleared of cataract."

In Fact, Case History After Case History Proves That Cure May Be So Dramatically Fast That Even Your Ophthalmologist May Beg You For The Secret!

Once again, it doesn't matter which of the agonizing symptoms listed above you are suffering from right now . . . how "deeply entrenched" they are . . . how long you have been plagued by them . . . how "weak" or "failing" or "out-of-control" your eyes may feel today! Here is specific, step-by-immediate-step advice that will

If You, Or A Loved One, Suffer From Serious Eye Damage (Such As The Following)  
READ THESE FACTS AT ONCE:

The most amazing thing about the Bates Method of relaxed vision, described on this page, is the fact that formerly "hopeless" conditions of the eye—such as atrophy, glaucoma, cataract, sympathetic ophthalmia and even detachment and hemorrhage—may often be improved by its methods, if there is any vision left at all with which to work!

Read the full details on page 94. Try it yourself, without risking a penny, today!

(again to quote directly from the book itself) "be free from pain and discomfort, able to do normal seeing in God's sunlight!"

For example:

With this method, no strain at all is necessary; any strain at all interferes! And therefore you must PLAY at your simple relaxation drills! Do them easily! Don't make work of them—since they are NOT exercises; but looseners!

Why this method is completely harmless, since it is relaxation, and not exercise. And relaxation is never harmful!

Why this method removes both physical and mental strain! And why, as you relax, this proper way, the act of relaxation actually speeds circulation through your eyeball, to carry away impurities and bring fresh stimulation to the retina!

Why even bluish, dimming eyes have greater vision after only one of these simple treatments!

Why this treatment's beautifying effect on the eyes is "miraculous"! Why eyes treated this way have a sparkle and high luster that no beauty drops ever give! Are never watery, gritty, itching or bloodshot? Why they are suddenly turned wide and "shining-youthful" eyes!

Why this method automatically, as a blessed side-effect promotes restful sleep, and combats even long-standing insomnia!

Why most myopic (near-sighted) eyes can be brought to "complete normality" by this method!

Why "old-age sight"—the inability to read without glasses—can now be forestalled and prevented in all types of eyes!

How both motion pictures and television can now be both effortless and good for the eyes—and actually used as sharp-vision builders for sub-normal eyes!

And—perhaps most startling of all—why even failing memories can often be restored by improving the vision this way!

Is It Worth One Day Of Your Time To Prove That You Can Make Your Eyes Grow Sharper, Instead Of Weaker, From This Moment On? If Your Answer Is Yes, Send In The No-Risk Coupon . . . TODAY!

— MAIL NO RISK COUPON TODAY! —

IMPROVEMENT BOOKS CO., Dept. 9839  
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Gentlemen: Please rush me a copy of HOW TO IMPROVE YOUR SIGHT, #80143, by Margaret Darst Corbett! I enclose \$3.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for \$ \_\_\_\_\_

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**Dr. Marilyn Rosanes-Berrett says, "Unless you are a rare case,**

# ***you could learn to see better without glasses than you now see with them."***

These are the words of Dr. Marilyn Rosanes-Berrett, Ph.D. She speaks common sense — about how your dependence on glasses is now destroying your vision. Glowing words of promise like this—

**"We do not have to continue  
crippling ourselves."**

You wear eyeglasses... You expect to wear them for the rest of your life, obtaining stronger lenses every couple of years, as your eyes grow weaker. But unless you are a rare case, you could learn to see better without glasses than you now see with them. So could most of the other 100 million Americans who wear glasses, and the 8 million who use contact lenses, which are even more expensive."

These figures are the worst in the world — because... we depend more on glasses; and in so doing we destroy our vision."

"The steps that follow... consist of techniques that relax the body, improve circulation to the eyes and the brain, loosen tense muscles — including those of the eyes — and taunt flaccid muscles. These techniques — which are emphatically NOT exercises — have been found to banish or alleviate nearsightedness, farsightedness, middle-aged farsightedness, and other common malfunctions."

**"Our eyes do not  
fall us. We fall them."**

"These techniques appear so simple that a friend of mine jestingly compares them to kicking a non-working radio, and hearing Beethoven's Fifth Symphony. Our technique that helped Mrs. H., for example, merely required her to sit in front of an ordinary lighted lamp, shut her eyes gently, and turn her head slowly from side to side. In another procedure, she had only to cover her eyes with her palms..."

"Among the techniques I devised for Mr. Q., the one most likely to elicit the comment, 'Aw, come on now!', consisted of having his nurse wave a colorful magazine before his eyes several times a day.

"Older people frequently achieve bet-

ter results than younger people."

"Why abandon a time-tested, efficient device (glasses) in favor of a new theory? Anyone whose glasses fog in the kitchen, or whose work day is ruined because of glasses forgotten at home, might answer that question. So might the millions who need ever stronger prescriptions because glasses weaken rather than strengthen their eyes."

## ***"Improved sight —without glasses— is within the reach of millions of people!"***

"By month's end, anyone with no worse than average myopia (nearsightedness) should notice a considerable improvement in vision."

"Simply bathing the eyes in light is a relaxant for mind and body. It provides food for the retina and other nerve tissue essential to sight. There is a theory that it slows the aging of the brain. And, less dramatically, it clears bloodshot eyes, helps overcome and prevent granulation of the eyelids, and eliminates itching of the eyes. Yet... it is the most undemanding of practices — as pleasant and as soothing as a warm bath for the body."

"Properly applied, they should help to forestall the development of serious eye diseases.

"An ophthalmologist who tried out this gadget... told me nervously that it accomplished its purpose more efficiently than did the thousands of dollars of optical equipment he used."

"To avoid wearing bifocal glasses, practice the procedure for myopia.

"The Long-Standing Swing, if performed at night, has been known

### **JUST A FEW CASE HISTORIES!**

1. "A doctor had worn glasses for forty years, and without them could not see the big 'C' on the standard eye chart at twenty feet away. Through a single lesson with a simple technique (see page 106), and within just a few moments, the doctor was reading at twenty feet what most people see clearly only at fifteen feet. A year later, he demonstrated that he had achieved perfect sight, both close up and at a distance. He could read the smallest type in his newspaper without glasses, and distinguish people in automobiles across the Hudson River."
2. "A 41-year-old woman who was preparing to study Braille in expectation of total blindness. Several doctors had treated her, but the left eye was sightless, and the right one failing. I gave her two lessons, and she promised to practice for three months. At the end of that time, she wrote me that her ophthalmologist had told her that the damaged tissue was healing. Now, in her sixties, she holds a responsible post that requires much careful reading."
3. "A well-known figure in broadcasting, who is the only case I know of that involved training by telephone. About 25 at the time, he had only moderate nearsightedness, but after twenty lessons, it was gone."

### **ABOUT THE AUTHOR—**

*"Almost incredibly, after a single lesson I saw better... After several lessons, I discarded my glasses... Today, more than 25 years later, I still do not need glasses, although most people my age have long since resorted to wearing them."*

*More than a quarter century ago, Marilyn Rosanes-Berrett was herself beset with farsightedness, astigmatism and crossed eyes — yet today she does not wear glasses. She began her education in improved sight at the American Association for Eye Training. In 1966, she earned her Ph.D. from New York's Yeshiva University. She is now Director of the Gestalt Center for Psychotherapy and Training.*



to banish insomnia. It stimulates blood circulation. If it can be crowded in during the day... it makes for a refreshing rather than fatiguing day.

"This is a small price to pay for a day-long sense of well-being, sound sleep and better vision."

**And when will you take off  
your glasses? Here is her  
no-nonsense answer —**

"Take them off whenever you are comfortable without them... and keep them off only so long as you are at ease without them. At first, these periods of ease may be brief; later, they should lengthen.

"I am sometimes asked, 'But after I have done the techniques, and strengthened my eyes, won't my muscles tighten up again when I put my glasses back on? I cannot do without them entirely.' The answer is to obtain WEAKER glasses from time to time. Eventually, you should be able to do without glasses at all, at least for long periods."

### **READ WHAT A PRACTICING PHYSICIAN SAYS—**

*"As a physician, I have been closely associated with the sight-training methods described in this book... In the same way as exercises and relaxation techniques keep us physically fit, the techniques described in this book will tend to improve vision... will greatly help individuals with common refractory errors (nearsightedness, farsightedness, middle-aged farsightedness, etc. Occasionally, even patients with severe eye diseases have derived considerable benefit from a combination of this method and ophthalmological care."*

*Valentine W. Zeitlin, M.D.*

### **FULL MONEY-BACK GUARANTEE**

Send in the No-Risk Order Blank today. Try Dr. Rosanes-Berrett's simple procedures on your own eyes, in the privacy of your own home, for as long as you wish, entirely at our risk.

A new pair of glasses can cost you as much as \$70 to \$100. And if you also buy a second pair for safety purposes, this means that you are spending a total of \$140 to \$200. **FOR WHAT?** Dr. Rosanes-Berrett's book may eliminate these tragic expenses — forever.

#### **MAIL NO-RISK COUPON NOW**

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Please rush me DO YOU REALLY NEED  
EYEGLASSES? by Dr. Marilyn Rosanes-Berrett.  
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Now! A Naturopathic Doctor says: "Let me show you how you may

# 'WAKE UP' Sleeping Glands,

## See and Feel Yourself Grow Younger"

Here's news about a remarkable discovery — an amazing technique called NATUROPATHIC HEALING that can "wake up" sleeping glands, make you look and feel the way you did 10, 20 years ago!

When you use this remarkable technique, the years seem to melt away like magic! You experience a delightful refreshment of body and spirit which immediately reflects itself in your appearance. Skin tone should quickly improve, so that you actually SEE and FEEL yourself growing younger!

What's more, the Naturopathic way to health is a method of treatment that is so powerful, I have seen it work even for people suffering from acute or chronic ill health. Relief often comes in minutes!

### See And Feel Yourself Grow Younger!

By following this simple method, you may take years off the appearance of your face and body—add years to your life! And in my new book, **HEALTH SECRETS OF A NATUROPATHIC DOCTOR**, I tell you why:

In this book I show how you may "wake up" sleeping glands that may be making you look and feel years older, relieve painful backaches and other complaints easily, effortlessly, enjoy new vigor, vitality and zest for living you haven't felt for years!

I am convinced that the drying-out tendency, forward bending, and increasing stiffness of the body that we associate with old age does not have to occur at all! Actual clinical tests in hundreds of cases have proven that such changes of "old age" can be greatly slowed down, if not entirely prevented!

And in this book I show you how you may restore the glandular

vigor of your youth to make your whole body run like a smoothly-oiled machine!

### Now You'll Roll Back The Years!

Let me show you this tested, proven NATUROPATHIC HEALING method that has helped thousands of men and women maintain and regain healthy, vigorous bodies!

People like...

- WARREN B., 70, who had developed a stooped and rigid spine. In this book you'll see how he obtained immediate relief, youthful flexibility and freedom of motion with this effortless Naturopathic method. Today, at 90, he looks years younger than he is, is in excellent health, intends to keep his regular job another 25 years, and attributes it all to this wonderful healing method!
- ELAINE W., a nurse, suffering from swollen arms and legs, and puffiness in her face (edema). You'll see how she got rid of her ailment in less than 24 hours with this remarkable method!
- HARRIS S., a doctor who suffered from dizziness so that he was unable to walk unassisted. After a single treatment, the man shouted with joy: "He could walk again by himself. The dizziness had magically disappeared!"
- LARRY G., aged 56, who had been unable to bend his legs at the knees for twenty-eight years. You'll see how he received single treatment and is now able to use his legs normally.

These and all the other true stories of real people in real life situations, reported in full in this new book of mine, prove the remarkable effectiveness of what I call NATUROPATHIC HEALING. Surely what has worked for so many others must work for you. It's all spelled out for you, step-by-step, in plain English, with complete, easy-to-follow directions.

### Simple And Easy To Use!

One of the most astounding things about Naturopathic Healing is the ease with which it works for you! It's all accomplished so pleasantly and enjoyably that it's actually an exhilarating experience for growing younger right in your own home FREE for 10 full days. Yes, if you can read a few simply-told, easy-to-follow instructions, you should achieve your goals of new youth, new health, new vigor, and see startling results in the first 10 days alone!

I'll tell you how to get my book in just a moment, but first I want to tell you about the wonderful help it can give you, how you'll smooth away aches and pains, relieve tensions, and seemingly rejuvenate every muscle, gland and organ in your body.

### How To Re-Vitalize Your Entire Body, Cell By Cell!

So new that a new name had to be coined for it, Naturopathic Healing should make you look and feel fresher, younger, far more attractive—almost overnight!

You'll discover how it can...

- Help restore skin tone, wipe away wrinkles, give you a youthful jawline!
- Improve digestion and elimination, end constipation troubles!
- Stimulate the vital organs!
- Help relieve painful backaches, foot ailments, unsightly varicose veins!
- Cleanse and purify the bloodstream!
- Activate the glands!
- Help restore and sharpen eyesight and hearing!
- Protect you from colds, flu, and respiratory troubles!
- Soothe the nerves, free you from tension, stress and insomnia!
- Help restore youthful circulation!
- Make unwanted pounds begin to tumble away with NO dieting and NO strenuous exercises!
- Rejuvenate your diet so that your body extracts, to the last drop, every tiny nutrient it needs from food!
- Give you the highest degree of natural immunity from current epidemics!
- A reserve of power that enables you to do all that needs to be done during the day with energy and ambition to spare!
- Help slow down the aging process in muscles, glands and organs to keep them at their peak!
- Help RETAIN and RESTORE your youthful health and appearance—put a feeling of new youthfulness in your body!

### Now! Win Back Years Of New Youth, Retain And Restore Your Youthful Health And Appearance!

Let me show you this tested, proven technique that has helped so many men and women maintain or regain their youthful health and appearance! For in this book, I give you the Naturopathic Healing method that saved my life and—for over a quarter of a century—has kept me healthy, fit and vigorous, despite the fact that doctors had given me only one week to live!

The reason this Naturopathic Healing is so successful is that it stimulates certain glands and organs in your body, which otherwise tend to "slow down" and cause premature aging. But this wonderful health method has the effect of reaching deep into your body, giving these glands and organs an effortless internal massage!

And what happens?

HEALTH is what happens! Often instantaneously. In a typical case of backache, for example, within 2 to 15 minutes, pain most mysteriously disappears! You feel more alive, more alert—and a rearing tide of youthful energy floods in to wash away tiredness and fatigue for good!

### Naturopathic Health Secrets REVEALED!

I have been using this same technique to help thousands of men and women regain new youth and obtain immediate relief from aches and

### ABOUT THE AUTHOR

DR. GARTEN has been teaching and practicing drugless healing for over 25 years. In his private practice he has evolved the Ganglion Impar treatment and Neuropractic treatment—new types of therapy that have been acclaimed as vastly superior to conventional types.

Dr. Garten's professional and teaching activities have taken him to Europe and Asia. A widely quoted author and speaker, his continuous concern always extends to the education for health that the layman can use in his own home.

pains that had been bothering them for years. So effective that even I have often been startled at the results. In this book I give you the full details of this method, and show you:

- A natural remedy for heart and blood vessel conditions which I feel is actually superior to drugs therapy. I used this method myself when, in my middle years, doctors gave me only months to live. I could barely stand up, and with dragging feet managed to get around slowly. One month later, I felt stronger than at any other time. I could run and play with the younger set. I felt like shouting to the world about this true panacea. As to the condition of my heart, all pains disappeared like magic and have never returned!
- A special herbal tea which has been used with great success in treating bladder and kidney stones, causing some varieties to dissolve and eliminated naturally!
- A common tree bark, available in most herbal food stores, which has been used with great success in the treatment of arthritis and rheumatism!
- A delicious and popular "miracle" food, rich in enzymes, ionized minerals, and antibiotics—a source of quick pep and energy, and a proven aid for youthful long life!
- Natural manipulative muscle treatments which I recommend to relieve painful muscle spasm and muscle fatigue; special soaks and tranquilizing baths that also give amazing results!
- Wonderful stretching exercises that should relieve backache, straighten your shoulders, and make you look slimmer, younger, far more attractive!
- An amazing food substance—which you can purchase for pennies without prescription—which is able to stimulate the MANUFACTURE of Vitamins IN THE BODY. The amount of vitamins produced naturally in the body this way is said to be from 3 to 50 TIMES the usual amounts taken with our food. And it has been learned that this substance plays an important part in the replacement and rejuvenation of old cells.
- And still that's just the beginning! You'll learn of certain foods which have been demonstrated to cause hardening of the arteries, kidney disease, wear out the intestinal tract, and speed up the ageing process. And you'll see at long last how to avoid them for a whole lifetime of sparkling good health!

### Startling Results!

In this book, I give you the full details of this method, and show you how it has brought instantaneous results to men and women in all walks of life. To people like...

- BILL C., who was hospitalized and on the verge of nervous collapse, in such constant agony—due to neck and hip sprain—that sleep was practically impossible! You'll see how he received single treatment, and in seconds the pain disappeared!
- ETHEL G., a dancer, suffering from excruciating pain in her lower back, and who, in addition, was slightly short of stature and extremely sensitive about her height. In minutes she nearly cried for joy as she felt the instant relief of pains. When her height was checked again, it was found she had grown over one inch!
- LAWRENCE S., suffering for 20 years from pains in neck, spine and hip. After two simple treatments, such as you can give yourself, he was completely relieved of all pain!

### Read It All From Cover to Cover For 30 Days—Entirely At Our Risk!

You have 30 full days to discover the exciting benefits of Naturopathic ways to health. Experience the delightful refreshment of body and spirit. It costs you nothing! We take all the risk! Fair enough? Why not send in the coupon—TODAY!

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Gentlemen: Please rush me a copy of **THE HEALTH SECRETS OF A NATUROPATHIC DOCTOR**, #80044, by M. O. Garten, D.C.I. I enclose \$6.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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**Let me say this bluntly—**

# **YOU CAN MANAGE ALMOST ALL BUT THE MOST GRIEVOUS ILLNESSES ENTIRELY BY YOURSELF**

**Without drugs . . . without cost . . . without painful apparatus . . . and  
(except in rare instances) entirely without the services of a doctor!**

**says Marsh Morrison, Doctor of Chiropractic**

### **How? Primarily By Learning How To STOP INTERFERING WITH THE FLOW OF LIFE FORCES THROUGHOUT YOUR BODY—As Effortlessly As This:**

Yes, Dear Friend—  
I say again bluntly, based on **FORTY YEARS** as a healing practitioner: *The human system wants to be well!*

Men and women become sick because their bodies suffer from certain mechanical breakdowns—primarily blocked or pinched nerves in their spinal cords, that prevent healing life forces from being transmitted to one or more of their vital organs!

If these mechanical breakdowns—if these nerve blocks persist—these illnesses will go on for years! And if these people turn, in their agony, to drug-dispensing doctors—who try to treat these mechanical ailments by such chemical means—the results will be, in case after case, exactly what I have seen over the past forty years! *These people will continue to remain sick!*

### **But If You Are Suffering From Any Of The Racking Diseases Listed Below, I SAY THIS HONESTLY TO YOU:**

You can unblock these pinched nerve pathways **YOURSELF!**

Once you are shown now, in your own home, without medical help at all, can free *hitherto blocked nerve lines*. And therefore allow *them to resume again the healing life force, and the proper "get-back-to-work" power to use those locked organs.*

Yes, these renewed-health answers to all these agonizing diseases are ridiculously simple . . . almost effortless . . . natural and effective . . . and (if I must say it again and again) *by-pass the doctor except in the most extreme cases!*

For example:

I say that *better nerve supply* is so powerful in cases of *baldness* that I have treated, that (to give just one instance) it turned a bald band-leader into a man who actually looked as hairy as a hippie! And I give you full details of this proof on page 24 of my new book!

I say that *better nerve supply* is a nearly *foolproof aid to shoulder and upper arm neuritis and bursitis*. And I give you full proof—plus instant instructions on page 24 of my book!

I say that *better nerve supply* can be gained in your own home by one simple mechanical adjustment that I show you—allows *full Life Force to come through once again to that most vital organ of your entire body—your Heart!* That is the first, almost effortless step, in a *New Heart Program*, that ends up by *actually building you extra arteries to take the load off those that have already been narrowed or even blocked completely!*

### **MY FILES ARE FILLED WITH CASES THAT READ LIKE MIRACLES... TO GIVE JUST A FEW!**

**RELIEF FROM EMPHYSEMA**—Mr. Patrick J. had a severe and long-standing case of emphysema. One day, he coughed so uncontrollably hard that his dentures came loose and almost choked him. I showed him 3 simple MIRACLE Secrets—and the results were immediate and magnificent! Suddenly, he could breathe more freely and easily. He said he even felt like hiking again—an urge he hadn't felt for years!

**SERIOUS HEART AILMENT RELIEVED**—Mr. Whitney S. was a man with a serious heart ailment, truly a cardiac cripple. He could hardly walk without wheezing and puffing. The first thing I did was to take all his medicines and flush them down the drain. Then I gave him the special heart-healing secrets of the MIRACLE BODY TUNIC—*to relieve pinched nerves to the heart so that they were free to transmit functional power.* "Say, I feel this," Mr. S. enthused. "I don't have to wheeze . . . I'm breathing easier!" Eventually, he felt so good he was able to do push-ups!

"I'm mad as hell!" he exploded. "After all that money I spent on doctors! This is like a miracle."

**EXCRUCIATING LEG PAIN RELIEVED**—Dr. R., a university professor, had a truly violent seize of sciatica. The pain was so great that beads of perspiration dripped from his forehead as he attempted to stand, much less walk. He was groggy from drugs that doctors had given him. I showed him how to relieve the pressure of his sciatic nerve—which was rubbing against bone—and he experienced immediate relief! "This does it!" he exclaimed. "We've got to get rid of all these silly medicines!"

**ASTHMA AND VARICOSE VEINS RELIEVED**—Helen B. was a stout lady in her 40's with chronic bronchial asthma and legs bulging with varicose veins. I quickly showed her two MIRACLE secrets that brought her blessed relief from her leg problem. Her asthma was even simpler to relieve—perhaps the simplest of all. Just as she was having an attack, I showed her another MIRACLE secret which relieved it at once, to her great sign of relief!

### **A MIRACLE THAT CAN WORK FOR YOU!!!**

To me it's all quite common. I see it every day. To others, it's a miracle. But the miracle is not mine. I do not claim my methods real—no physician can claim that. The body itself does the healing. All you do is let it take over . . . the way I know you!

As with all methods of self-treatment, in the guidance suggested in Dr. Morrison's new book does not bring you the relief you desire after a reasonable period of time, we suggest that you then consult your doctor.

Yes, I say that *better nerve supply*—the simple techniques of easily, safely, painlessly unblocking pinched nerves all over your body—is the Gold Key to getting rid of *lumbago and sciatica, sacroiliac and backaches, curvatures, disc problems and swaybacks* (see page 49) . . . revitalizing the digestive system in as little as 20 short days, and therefore keeping waste products from breaking out in *ugly skin problems*, or agonizing, waste-caused *arthritis* (see page 79 etc.) . . . to instantly treat even such conditions as *tumorous trigeminal neuralgia, loss of hearing, facial rash, drooping eyelids, eye and cheek tics, and especially headaches of almost any kind, including migraines not amenable to any other treatment!*

**But Freeing Blocked Nerves Is Only The First Great  
Step To Rejuvenating Your Health! There Are 4 More—  
All Just As Easy—All Just As Powerful—All Making The  
Most At Last Of YOUR BODY'S NATURAL HEALING POWERS!**

I include such ridiculously simple "wonder-workers" as pulling the poisons out of your blood stream . . . using natural food-medicines to duplicate the effects of dangerous drugs, without the side effects of these drugs, and therefore conquer many painful ailments, simply by enjoying your meals . . . even a special way to walk, for a few minutes a day, that reverses *the gravitational down-pull trait*, right now, is keeping you *old, years before your time!*

I include such simple, natural, mechanical ways to treat illness—without cost, without drugs, and without doctors—I have produced the most immediate results . . . and so can you!

Permit slipped disc to work its way back into place, naturally, without pain!

Provide remarkable help for fuzzy hearing—simply by *lying in an ingenious way on your own bed!*

Correct visual defects—such as astigmatism and myopia—so much that *your glasses may actually become too much for you!*

A surprisingly simple technique for ridding yourself of sinus pain! An ingenious little way to strengthen throat muscles, so they have the power and resistance from that moment on to ward off sore throats!

**How to cope successfully with emphysema!** Strengthen the muscles of breathing! Improve the lungs' breathing capacity for breathing!

### **How To Increase Your Body's Oxygenating Capacity!**

**Burn Up Toxins In The System! Affect All**

**Sub-Oxydation Conditions—Such As Asthma,**

**Hay Fever, Bronchial Congestion, And Wheezing!**

Why asthma is easy to help—once you know these facts! Several simple rules must be followed, when you are free of enlargement to adrenalin and other bronchial antispasmodics and drugs!

(I remember vividly one patient, having a huge sigh of relief, as she got rid of breath that was trapped and couldn't get out before! Then, only moments later, I made her breathe as easily as a baby! See page 167 for step-by-step details.)

How to de-compress the "intervertebral discs" of your back, and avoid getting shorter as you get older!

How to let one quarter-hour of complete rest—my way—equal several hours of delicious sleep as far as the energy it gives you!

Why I have never yet seen a skin ailment in a person with a free and uninterrupted nerve supply to all his digestive organs. And how you can treat your skin through your nerves—this easy way.

### **How To Regain The Full Potential Of Your Liver,**

**Kidneys, Pancreas And Gall Bladder—for That**

**"Totally Alive" Feeling!**

Yes, we now know how to correct most, if not all liver and kidney and gall bladder ailments. And how to do it naturally—not with expensive doctoring methods, but with sensible and effective adjustments that you can apply at home!

In fact, we even have ways to *avoid surgery* in most cases of common bile duct congestion and even outright obstruction! See page 92 for full details!

How an ordinary, common, inexpensive food—eaten in the correct way—is often enough to eliminate the need for insulin in my diabetic patients!

How the sun can increase your sexual vigor! How to soften a hardened prostate gland at home, in minutes, without even touching it! Or, if it is inflamed and very enlarged, *how to reduce it in just 15 minutes to a size where urination is easy again!*

How to swiftly restore youthful vigor to your legs and feet, by overcoming varicose veins, flat feet, painful sciatica, and similar ills! (For example, rebuild fallen arches—all by yourself!)

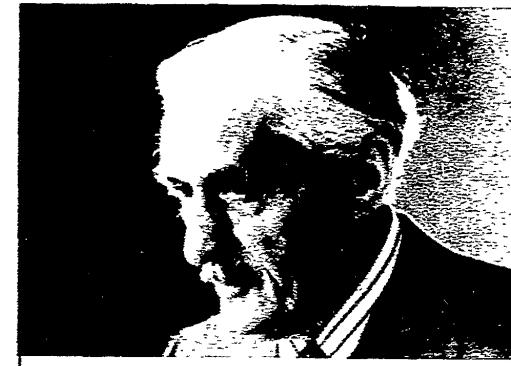
How to relieve painful knees . . . re-shape ugly legs . . . eat your way out of low back pain!

How an ordinary ice cube shuts off hiccup attacks, instantly!

How to control leaking bladder . . . all by yourself! Handle insomnia . . . all by yourself, without drugs! De-congest your sinuses . . . all by yourself!

How to find out if you are "leaking" energy, needlessly! And shut off that leak . . . all by yourself!

How to help sagging upper-arm flesh . . . pull in a fallen stomach or protruding abdomen, naturally . . . feel a delightful pickup of a prolapsed



### **WHAT CHIROPRACTORS SAY ABOUT MARSH MORRISON, D.C., Ph.C., F.I.C.C.**

"To say your work is marvelous is really an understatement. I have been in practice 20 years, and Dr. Morrison's knowledge has been available to me since the beginning." —Dr. H. Bates, Enid, Oklahoma

"In forty-seven years as a chiropractor, I have invested much money and time for techniques and consider Dr. Morrison the most practical and most effective than all others combined." —Dr. Elmer B. Shipley, Terre Haute, Indiana

"The quintessence of Chiropractic knowledge. For years I've searched for more ways of helping more sick people get well faster. This weekend my dream and desire has become an actuality." —Frederick Doughty—Beck, D.C., New Orleans, La.

"I myself, received immediate relief of chronic symptoms." —Dr. Jeanne Gale, D.C., Phoenix, Arizona

"Have had 20 years in Physical Medicine . . . 15 years in chiropractic. Have taken every course. But this is absolutely the greatest." —V. J. Puaria, D.C., Vancouver, Wash.

"After having used Dr. Morrison's technique for over 6 months, I can, and do, strongly recommend it to every doctor in our profession." —Dr. Arnold C. Sikes, Concord, N.C.

"The techniques are very simple, but effective . . . nothing short of magic. Dr. Morrison, you truly are one of the 'Chiropractic Greats'!" —Dr. Keri Chester, Paragould, Ark.

"Your techniques are immediately effective, almost like magic, and can be learned right away. I am a far better chiropractor than before . . ." —Dr. John Herman, Chicago, Ill.

uterus in only 10 days . . . treat hemorrhoids and constipation in the most painless and effective way possible . . . even help nature "seize control" of the tear in our belly floor that doctors call a hernia!

**Yes, Your System Wants To Be Well! And You Can Make It That Way . . . All By Yourself! Let Me Prove This To You—Without Your Risking A Penny!**

So, stop wasting your hard-earned cash on needless and ineffective drugs . . . patent medicines . . . even doctor visits . . . when you can banish all these maladies, and unlock the Healing Life Force in your own body quickly and effectively in the privacy of your own home. Don't waste another minute; return the coupon—TODAY!

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Gentlemen: Please rush me a copy of DOCTOR MORRISON'S MIRACLE BODY TUNE-UP FOR REJUVENATED HEALTH. \$20.13, by Marsh Morrison, D.C., Ph.C., F.I.C.C.! I enclose \$7.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

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From the "Medical Maverick", who has poured new vitality  
into thousands of needlessly run-down patients...

# IF YOU'RE OVER THIRTY— THIS IS THE BEST EXERCISE YOU CAN DO FOR YOUR FACE, YOUR BODY AND YOUR HEART!

It consists of lying down—in a special way—and barely moving a muscle. It is done at the same time every day that you now do push ups, sit ups, knee bends, facial isometrics or jogging—and it replaces them all.

It is, in fact, the first of three equally easy and completely controversial steps—the other two are described below—in the most electrifying "Fitness over Thirty" program in America. A program designed by an internationally-famous doctor to make you feel—and look—ten to twenty years younger in as little as a single month...WITHOUT YOUR DOING ANY MORE WORK THAN IT TAKES TO TURN THE PAGE OF THIS PAPER!

How? As simply, and as logically, as this....

## A Whole New Concept Of Your Body— As An "ENERGY-BATTERY" That You Have To Keep From Running Down!

This entire program is based on one simple medical fact—that you can confirm yourself simply by thinking about it for thirty seconds:

The Number One Complaint with most men and women over thirty—and especially when they're forty and fifty—is that they are "pooped-out"... "run down"... constantly half-fatigued!

You see this in yourself, and your family, every day. You probably even know the very hour of the day when you run out of real pep. (And as you get older and older, that "run-down" hour gets earlier and earlier.)

And when you DO run down, from that moment on the lines in your face deepen... then muscles all over your body stretch and sag... you look five pounds heavier and ten years older... and it literally takes twice as much energy to move every single step!

And what do you do to try to build that energy back into that overdrained and over-strained body? YOU EXERCISE, OF COURSE! You run—jog—push—bend—jump—lift—strain—sweat—and go right on draining MORE energy out of that already fatigued body!

NO WONDER YOU CAN NEVER KEEP TO ANY OF THESE "TORTURE-EXERCISE" PROGRAMS FOR LONG! Did it ever occur to you that maybe your body is trying to TELL you something? That those sore muscles, and that raw chest, and those leaden legs are really screaming for help? That your entire body—that just doesn't want to exercise—is really saying:

"For your own future's sake—stop draining out more energy than you have every day! And start putting some back!"

## It Takes Sheer Courage To Try This Completely Different Program For A Month! BECAUSE YOU HAVE TO DO EVERYTHING WONDERFUL FOR YOUR BODY THAT THE "MEDICAL SADISTS" HAVE FORBIDDEN YOU TO DO BEFORE!

So, if you'd like to try the EASY way to physical fitness—for one month, without risking a penny—you have to do this:

First, you have to stop ALL needless exercise—every single type of unnecessary exercise you're doing today (with only the slimming exception we'll mention below)—and replace it with CONTROLLED REST.

This means that you're going to have to get off your feet for five or ten or twenty minutes a day. Instead of exercise breaks, you're going to quickly and frequently, from Controlled Rest.

You're going to do it in a special way, of course. With a special goal. And with a whole, beautifully-thought-out technique.

(What is the goal, incidentally? To give you the same "second wind" that athletes acquire from exercise—but to give it to you, much more quickly and frequently, from Controlled Rest.)

This is step one. It is basic. It contradicts everything you've been told up to now. It sounds too good to be true. And it WORKS.

### About The Author— Dr. Peter J. Steinrohn

Peter J. Steinrohn, M.D., is a Fellow of the American College of Physicians and the American Medical Association. A practicing internist and cardiologist for twenty-five years, Dr. Steinrohn is a McNaught Syndicate columnist for over a hundred newspapers throughout the United States and Canada. He has written articles appearing in leading magazines, including *Esquire*, *Look*, *Saturday Evening Post*, and *Reader's Digest*.



It works so well that in one month either your friends beg you to tell them what's recharging you, or every cent of your money comes back.

### And Now This "MEDICAL MAVERICK" Goes On, To Remove The Second Greatest Form Of Torture You Inflict Upon Yourself!

Now, as the second step of this program, you are required to perform another "strange" action. You are asked to take your favorite diet sheet and throw it in the waste-basket.

The reason for this is simple: Most people over-eat because they are over-nervous and over-tired. They try to use food as a substitute for the over-drain of energy they are exacting from their body.

But what happens if they stop the energy-drain, and replace it with an energy-flow? They are less tired and less nervous. They are less hungry because they have done less needless exercise. Their will power is stronger because they have stopped torturing their body with overactivity. And they may not need a diet at all!

(In fact, one of the most thrilling case histories in this doctor's book is the story of a previously "businessman-blimp", who came right down from 200 pounds to 150, without ever glancing at a diet sheet at all!) And why not YOU? Why not try this new way to lose weight—at the same time that you are absolutely forbidden to go on a special diet!

### And The Third—And Final Step— Trims Inches Off Your Waist!

This is the slimming exercise we mentioned above. It is a conventional exercise, but an incredibly simple one. And it is the only exercise this doctor recommends.

It takes about two minutes a day. You do it lying flat on your back, and making movements so slight that another person in the same room could hardly tell you were doing them.

And each day when you finish—before your eyes in the bedroom mirror—the mid-section inches just melt away!

### That's All There Is To It. Except The Opportunity To Prove It Yourself—Entirely At Our Risk!

One last note: The book that brings you this incredibly simple, and incredibly easy new Program—called HOW TO BE LAZY, HEALTHY AND FIT—also contains some of the most startling medical facts you have ever read. Facts that may liberate you overnight from a lifetime of needless torture! Like this....

Why you can be as healthy—or healthier—without conventional exercise as you can be with it.

How to save 20,000 precious heart-beats a day—do more to keep your heart healthy and happy than any jogging program ever dreamed of.

How to throw away your tranquilizers. And still come through bouts of tension with more energy and more pep than you've ever known before.

How to turn ordinary sitting into an energy recharger for you, five or ten times every day.

Why, if your family has a history of heart disease, strenuous exercise is the worst thing in the world for you.

How to come back to work on Monday, with as much energy bubbling through your body as if you'd been in Hawaii for an entire week!

How to get an automatic ten to fifteen minutes of figure-slimming, body-building "exercise" every day—without your body ever knowing that you're doing it.

And much, much more. All of it pointed toward one all-important goal—to give you a face and body you can be proud of... a face you can depend on... energy to spare... AND DO IT WITHOUT RAISING YOUR FINGER—OR YOUR PULSE RATE A SINGLE BEAT!

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Gentlemen: Please rush me a copy of HOW TO BE LAZY, HEALTHY AND FIT by Peter J. Steinrohn, M.D. I understand the book is mine for only \$5.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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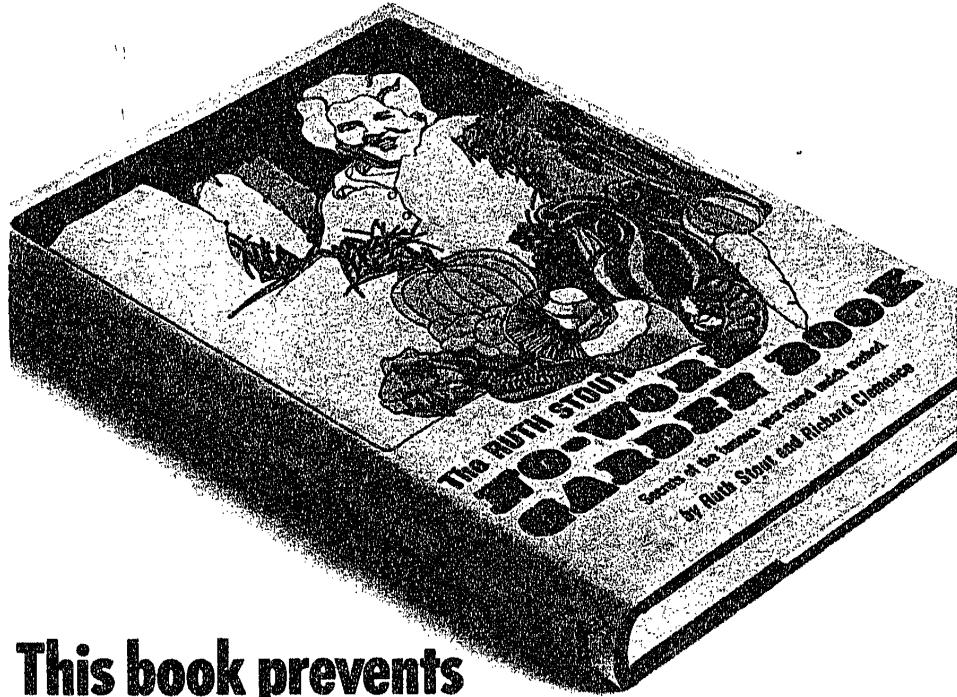
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## This book prevents backaches caused by plowing, hoeing, weeding, cultivating, and spraying.

It was written by an 87-year-old woman who tends her own garden all year round.

And it's the latest, most provocative book from this remarkable person—a nationally-known, widely beloved author and authority on organic gardening since 1954.

Using organic techniques on her 40' x 60' plot, Ruth Stout has grown a single carrot large enough to serve five people. Sweet Spanish onions that average a pound apiece. And magnificent flowers—incidentally large and luxurious.

Yet Ruth Stout never plows. Or hoes. Or performs any of those bone-wearing chores that have gardeners groaning from early Spring to late Fall.

*The No Work Garden Book* tells how she does it—and, at the same time, provides valuable insights on the organic method for both neophytes and gardening veterans.

### THE YEAR-ROUND MULCH METHOD

In fascinating detail, Ruth Stout recalls how she developed her famous year-round mulch method—the remarkable technique that has drawn so many university scientists and horticulture experts from all over the world to view her Connecticut garden.

Together with Richard Clemence, she tells about her poison-free method of combating



slugs and other insects...her strategy for foiling both drought and frost...her scheme for growing tasty vegetables all year...and her own provocative ideas about caring for roses, gardenias, peonies, lilacs, and many, many other flowers.

For the reluctant gardener, this is the book that will show him how to get the job done with minimum labor. And for people who love gardening, *The No Work Garden Book* explains how you can keep at it indefinitely—with backaches, deep into your golden years. Just like Ruth Stout.

### 10-DAY NO RISK EXAMINATION

We invite you to read Ruth Stout's unusual book for ten days. If you are not satisfied, return the copy to us, and we shall refund your money in full—without delay and without questions. Mail the coupon today.

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## THE RUTH STOUT NO-WORK GARDEN BOOK

Secrets of the famous  
year-round mulch method

by Ruth Stout and Richard Clemence

# WORLD'S FIRST EFFORTLESS EXERCISER!

Perfected by a leading physician—to give you a new body  
and a new heart in just two easy minutes a day.

Let us repeat this fundamental fact again: This revolutionary new exerciser is so easy to use that you may not believe it could possibly do you any good when you first try it.

Yet it is designed to make you look years younger—in other words, slimmer and taller and stronger—virtually overnight. And especially to make that "Middle-Age Stomach", and "Middle-Age Slouch", and "Middle-Age Face" go away—in far less time every day than it takes you to smoke a single cigarette.

And—most important of all—it MAKES YOUR BODY AS YOUNG INSIDE AS OUT! Totally different—far more effective than mere Isometrics, in just two minutes a day it gives your heart and lungs the work-out they so desperately need. Gets your blood flowing strong and hard again... cleanses your circulation... tones up your heart muscles. Patients report that you feel "alive" in your blood stream—so you SOAR WITH ENERGY the entire rest of that day.

Here's how incredibly easy it is. Here's why two thrilling minutes, this new doctor's way, may give your body as much benefit—inside and out—as A FULL HALF HOUR, the old sweat-and-strain way . . .

## **THE BASIC IDEA IS THIS:** To Make Health-Building, Body-Molding Exercise SO QUICK AND EASY THAT YOU CAN STICK TO IT FOR GOOD.

Quite frankly, the development of this EFFORTLESS EXERCISER is based on this simple fact: That every single man and woman in America needs the right kind of exercise every single day—but just doesn't have the time or energy to sweat-and-strain for it the old-fashioned way.

Let's leave aside for the moment the fact that UNDER-EXERCISE makes men and women look older—livelier by some years—than their late twenties. Because their stomach muscles go... their back muscles go... their chest muscles go—and they walk around looking like tired pretzels, and envying the tall, straight teenagers that tower over them.

Let's leave aside the fact that UNDER-EXERCISE causes most of the people you know, most of the time, to live constantly on the very borderline of fatigue—just as do doomed tired to really enjoy life.

Let's leave aside the fact that most people spend their entire lives avoiding. That same UNDER-EXERCISE is one of the prime causes of a whole host of diseases—including high-blood pressure, arteriosclerosis, hardening of the arteries and, above all, heart attack—the Number One killer of our time.

For example (and this is vitally important), no one really knows all the causes of heart attack—but one thing seems pretty certain: The average American, who habitually under-exercises and over-eats, begins to NARROW the vital arteries leading into his—or her—heart after the age of twenty-five.

This sets up chest pain, shortness of breath, possible heart attack. The big problem, therefore, is to BROADEN those vital heart arteries again. This can be done only by making your heart PUMP HARDER THAN USUAL every day. And therefore it is the prime reason you should exercise EVERY SINGLE DAY.

Now, you can increase this heart beat—you can get this absolutely vital kind of exercise in just a few different ways—good game accounts, handball, ping pong or the like will do it. But most people don't have the time or the facilities. Or you can jog-around a gym, or a block or a room in your home for half an hour every day. This is by far the best form of all-around exercise for your heart and your body ever invented. But again—most people just don't have the time or the effort to STICK TO IT. Like push-ups, or sit-ups or all the other forms of sweat-and-strain exercise, they require a full day, or a week, or a month—and the LAST RIGHT BACK INTO THAT DEDDLA DAY AGAIN!

That is, UNTIL TODAY! Because now a whole new world of EASY EXERCISE . . . QUICK EXERCISE . . . CONDENSED EXERCISE

has been discovered. To tone you up—inside and out—in exactly 120 seconds. And make you feel GREAT again!

## HOW DOES IT WORK?

### In Two Ways:

#### Sixty Seconds For Your Upper Body.

#### Sixty Seconds For Your Lower Body.

And now, for contrast, let's picture your first session with this EFFORTLESS EXERCISER:

It looks, of course, like a huge clothes pin. It is ultimately simple—nothing to assemble—ready to go the instant you take it out of the box—nothing more than a single steel spring with handles. Therefore, it is impossible to break—neede no skill, ability, strength or experience to use at all.

It is, in fact, so gentle that it can be used by anyone up to ninety years of age in complete safety—even when properly supervised, by patients recovering from heart attack. You will realize WHY, the very first moment you use it:

Here's all you do: Simply release the snap at the bottom of the EXERCISER, that holds the handles together. Immediately, the handles will start to spread apart in your hands. Now simply reach up and close the handles together until your palms touch. Then let them open again. And then reach up and close them.

THAT'S ALL THERE IS TO IT! You are simply opening and closing the EXERCISER, with a circular motion, in front of your body. Once again—the first time you perform this motion, you will think it is absurd. But then—as you do five of these motions . . . ten of these motions . . . twenty-five . . . one hundred . . . you will notice a transformation beginning to spread through your entire upper body. In the first thirty seconds alone, THIS is what you will see:

#### A Full Inch Seems To Have Disappeared From Your Waistline (And Been Added To Your Height) In The First 30 Seconds Alone!

1. YOUR SHOULDERS AUTOMATICALLY MOVE BACK. Every time you open and close this EFFORTLESS EXERCISER, you are working against the tension of its steel spring. Although that tension is purposely designed to be so gentle you hardly feel it, you will notice that your shoulders move back as if by instinct. Your shoulders automatically move forward as you open the EXERCISER—and automatically thrust back as you close it—and always against the gentle tension of the spring.

This simple motion is designed to correct, first of all, the hours of hunching over you do every day at a desk, typewriter, or wheel of a car. Now, suddenly, without your paying any conscious attention to them at all, your shoulders are strengthened and pushed back. At the close of every one of these gentle motions, they are automatically drawing at attention with your entire body raised to its full height, standing as you see a soldier stand . . . or a football player . . . or (if you are a woman) as a ballerina stands.

And this is just the beginning—for at exactly the same time—

2. YOUR CHEST AUTOMATICALLY THRUSTS FORWARD. YOUR WAISTLINE AUTOMATICALLY PULLS IN. We ask, you to do these EFFORTLESS EXERCISES, from the very first day, in front of yourself. Look in the mirror. Notice that as your shoulders move back, your chest must push out to compensate for them, and your stomach must pull in to support it. Again—you are not thinking about your waist muscles at all—but they are moving in . . . tightening up . . . leaving only air where slab was just seconds before!

And this is still only the beginning. For now comes the real pay-off:

3. YOUR HEART AUTOMATICALLY BEGINS TO PUMP HARDER. YOUR LUNGS AUTOMATICALLY BREATHE DEEPER. This is the true goal of this EFFORTLESS EXERCISER. For you are going to be able to complete six full respirations in one minute—each done every second—a total of one minute a day for your upper body. Although they are effortless in the beginning, they take enough work in that final exhilarating thirty seconds to MAKE YOUR HEART WAKE UP AND COME ALIVE AGAIN!

You can believe this: At the end of that first thirty seconds alone, you'll see the results you've wanted and your doctor has wanted for years. Your lungs will be breathing deeply and your oxygen will be pouring into them; supercharging them for the entire day to come. Your face will be flushed and glowing; you'll have a better "facial treatment" than any two hours, or \$20, could ever buy you at a beauty parlor.

And, above all, YOUR HEART WILL BE SENDING BLOOD SURGING THROUGH EVERY ARTERY AND VEIN AND CAPILLARY IN YOUR BODY! Feel your pulse. It's probably beating half again as fast as it did just a minute ago.

And this is exactly what that doctor wants to get from you! He wants to move that pulse into full gear—coax that heart into cruising (instead of idling) speed AT LEAST ONCE A DAY! To flush poisons out of your blood stream . . . pour oxygen in . . . STRETCH those arteries a little . . . make them tougher, smoother, MORE ELASTIC—AND BUILD ANOTHER TWENTY, THIRTY OR EVEN FORTY YEARS OF YOUTH AND HEALTH INTO YOUR BODY!

And now let's do the same thing for your lower body—

#### Far Better Than A Portable Rowing Machine —To Make Your Hips And Thighs Look Younger... Stronger... Longer!

Now you do the same thing for your hips, legs and thighs. You simply sit down on the floor, attach the straps on the handles to your feet and again make simple circular closing motions with the EXERCISER—this time with your feet.

Again, the first one or two motions are so easy that you simply can't believe they're doing you any good. But then you notice the muscles of your abdomen automatically beginning to pull in and tighten. You feel the driving muscles of your legs tense and then relax and then tense again. And you notice that your hips are also being drawn into those legs that will keep you slipping along all day and all night, even when your friends are walking like dying flowers all around you.

You will also notice—in that very first minute alone—that dozens of tiny, vital muscles in the back of your thighs and hips that were almost



## A SPECIAL NOTE FOR MEN!

Now you don't have to be strenuous to be strong. Here's physical fitness made easy—a Power-Producing Body in exactly 120 seconds a day! Putt muscle on where you want it—takes slab off where you don't. Gives you strong muscular legs that never tire, iron stomach, inside and out. Prove it yourself: improves your athletic performance so much that you can drive a golf ball 15 yards farther! Try it entirely at our risk—TODAY.

Impossible for you to exercise before, are now coming to life again . . . beginning to iron out those hanging "washboard ridges" of flesh that caused you to wince everytime you slipped into a bathing suit.

And, most important of all, when you slip off the EXERCISER straps just 60 seconds later, not only will you have recharged your legs, thighs, hips and stomach—but your head and lungs as well! For the second time in two brief minutes you will feel your entire circulatory system the FLUSHING OUT, BUILDING UP! Workout it as desperately needs. And you will have done it—all top and bottom, inside and out—all the exercise you need for the entire day—in far less time than it takes you to smoke a single cigarette.

## Prove It At Our Risk!

The cost of this revolutionary EFFORTLESS EXERCISER is only \$9.98 complete for the woman's version—and only \$11.98 complete for the men's version (which requires slightly more strength to close). If you wish to purchase both at the same time, however, they are yours for a combined price of only \$19.96—saving of two dollars!

But as we have said before, you must actually use this amazing EFFORTLESS EXERCISER to believe it. Therefore, we allow you to prove it for ten full days entirely at our risk. Satisfy yourself that it is actually so easy, it is habit-forming—that you just couldn't be without it! Or, if you are not delighted at the end of that time, simply return it for every cent of your money back.

## A SPECIAL NOTE FOR PHYSICIANS!

Medical ethics, of course, prevent us from mentioning the name of the leading American physician who developed this EFFORTLESS EXERCISER. Since, however, we believe that this EXERCISER should be given to each of your patients to persuade people to exercise consistently, who would never otherwise do so—we have prepared a small booklet concerning the background and efforts of this EXERCISER. This booklet contains extensive medical information and statistics. It also enables you to order the EXERCISER at reduced rates in volume to you for your patients. A request sent to us on your letterhead will bring it to you at once.

## INFORMATION, INCORPORATED 119 Fifth Ave., New York, N.Y. 10003

### SEND NO-RISK COUPON TODAY

#### INFORMATION, INCORPORATED, Dept. NY-2 119 Fifth Avenue, New York, N.Y. 10003

Gentlemen Yes, I want to try your EFFORTLESS EXERCISER in the privacy of my own home—entirely at your risk! I am enclosing only the special low price shown below. I understand that if I am not satisfied with the EXERCISER and then, I am not ABSOLUTELY DELIGHTED, I may return it for full refund of list purchase price.

Check here for MAN'S Effortless Exerciser, only \$11.98

Check here for WOMAN'S Effortless Exerciser, only \$9.98

CHECK HERE AND SAVE TWO DOLLARS! Get both Effortless Exercisers—Man's model and Woman's model—a \$21.96 value for only \$19.96

Check here if you wish your order sent C.O.D. Enclose only \$1 good-will deposit now. Pay postman balance, plus C.O.D. postage and handling charges. Same money-back guarantee.

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## A SPECIAL NOTE FOR WOMEN!

Squeeze away your hips and tummy! Firm up your bustline—straighten your posture—take inches off the appearance of your hips, thighs, waistline. And put a glow in your complexion doing it! You can do it on exercise equipment—ever again!

Your tape measure will tell you that not a single masculine muscle appears anywhere on your body, you'll have developed a HIDDEN MUSCLE-GIRDLE that you never take off—that controls your figure at all times, even when you're completely relaxed. Prove it yourself, entirely at our risk, TODAY.

This lovely lady—Rachel Carr, author of 'Yoga For All Ages'—IS REPLACING DEADLY TENSION WITH SOARING NEW STRENGTH AND ENERGY! Yet, to an outside observer, it looks as though she is doing nothing at all! This is the great marvel of Healing Yoga—that it produces such phenomenal returns in beauty, strength, appearance and vitality for such a tiny investment in time or energy! No wonder it can be enjoyed by 80 year olds, or arthritics, as well as robust teenagers! No wonder its simple postures (like this one) seem to "smooth away" both years and pounds from the very beginning! Why not try these incredibly easy "body reshapers" and "revitalizers" to day—without risking a penny!

# IS THIS THE World's Easiest Yoga?

*So incredibly easy that anyone can master it! And yet so powerful that it may cut years off your appearance...recharge your body with youthful energy...turn back on sleeping "Health Glands" inside your body! And do it all—in just a few glowing minutes each day!*

## Call It, If You Will, "Healing Yoga!" Made Up Of SIMPLE HEALING POSTURES THAT REDIRECT THE ENERGY FLOW WITHIN YOUR BODY To Help You To:

1) Gently stretch "weak muscles" strong again! So that they gain new strength, new power, new slimming control—not by agonizing effort—but by the super-nourishing blood-flow that these stretches pour into those muscles!

2) Flood with the same super-nourishment the tragically-neglected upperbody tissues of your face, neck and hair—and thus retard the drying and collapsing process that is aging your appearance faster and faster every year!

3) Revitalizes dormant "Youth Glands" inside your body! Put gentle, soothing pressure on them for a few blissful moments each day, so they automatically burn more of the food-fuel you put into your body! So you use the fat stored on your waist, hips and thighs as a brand-new supply of energy, to ward off fatigue and sluggishness at the same exact time that you look slimmer and feel younger than you have in years!

And—perhaps most important of all—

4) Attack directly—with Nature's own health powers—u unnecessary sicknesses and breakdowns that may be torturing you today! So that you feel for yourself the effect of these simple postures on such agonizing cripplers as arthritis, rheumatism, respiratory illnesses, high blood pressure, back troubles, insomnia, shattered nerves and a dozen more!

*Such starting relief, in fact—so quickly—that the author must share it with you, in these joy-filled words*

"At first I found the sudden intake of oxygen a little startling. I experienced a surge of vitality as though I had opened the window for a breath of fresh air, yet the quieting effect it had in my mind was hypnotic. My step took on bounce, and a wonderful sensation of well-being stayed with me. The pain in my joints and back, which had plagued me for years, subsided. With relief I discarded the traction device I had used nightly..."

## And All These Benefits Come From Simple Postures That May Seem, At First, Too Easy For You! In Fact, You May Actually Laugh At Them—UNTIL YOU FEEL THE SURGE OF NEW ENERGY COURSING THROUGH YOUR BODY!

Once again, this new, simplified, streamlined Yoga works on the proven scientific principle that you cannot force...you cannot strain...you cannot torture your body into releasing again the buried reserves of strength and vitality that are now trapped within it!

For example, you know perfectly well how exhausted you feel after ordinary strenuous exercises...how they become progressively more and more difficult to practice...how your body finally forces you to give them up, and sink right back again into ever-increasing flabbiness, sagging facial and body tissue, an ever growing sense of feeling "old and beaten" by life!

But—right now—do you have the energy to simply lie on the floor, and breathe in and out five times in a brand new way? It takes only minutes to learn the method! You may chuckle at it at first! Until you feel the surge of super-charged oxygen revitalizing every tired tissue of your body!

And then, do you have the energy to simply raise your arms over your head—in the special way we show you while you are lying on the floor—and stretch your body gently and luxuriously from head to toe? And feel

so much trapped tension drain out of that body that you may actually want to dance around the floor in sheer delighted joy!

Yes, and do you have the energy to play a simple trick on those flabby stomach muscles, that sucks them gently in close to your spine for a few strength-producing seconds...and that can make you look inches thinner in just a few blissful days!

And would you like to tighten up the vital muscles in your face, chin and neck—at the same exact time you flood them with fresh nourishing blood—all with one or two simple stretching exercises? Or start slimming over heavy calves and thighs...tone up sagging breasts and hips...the hanging flesh on the undersides of your arms—all with the same easy, gentle stretching movements!

## Once Again, They Produce Results That You Can Gain In No Other Way! For Example:

*Cleansing Breaths!* Sort of Super Sighs, that let you breathe weariness right out of your body!

Why the best tranquilizer in the world doesn't cost you a penny! It's yours on page 10

*Blood-Stream Purification* Forces your body to burn up potentially damaging inner secretions that may have been clogging your cells for years. You may feel the difference—thrilling new freedom from indigestion alone—immediately!

*Yoga Sex Exercises* specifically designed to stimulate lagging sex glands!

What is perhaps the single most powerful pose to delay aging in the human body (page 38). And why it may release a virtual torrent of self-healing processes!

How to re-distribute weight the Yoga way! How you can look like a young person if you have an old person's bulges distorting your figure. Yoga works on those bulges to painlessly redistribute that weight over your entire body...and help eliminate ugly bulges that have plagued you for years!

## Yoga Revitalizers For Your Face, Your Hair, Your Spine, Your Teeth!

How to flood your face with blood at least once a day—the effortless way—and not only use the power of gravity to help build up instead of tear down delicate facial tissues that are now collapsing into lines and wrinkles, but also stimulate mental processes...irrigate the gums and roots of your teeth to help increase their strength and longevity...and flood your scalp and hair follicles with the same rich nourishing blood!

Plus

A simple way to avoid incomplete elimination!

How to stretch lower back pains away! Make those stiff joints mobile again! That stiff spine as supple as a kitten's!

Deep internal massage! To tone up the liver, kidneys and pancreas...firm the stomach...increase the gastric fire and therefore the powers of digestion...lead to true inner cleanliness!

What Yoga can do for you to improve varicose veins, swollen ankles and feet!

How to restore elasticity to stiff joints—without pain—especially knees, ankles, shoulders, hips, wrists, and finger-joints!

Folds in the neck—they are not inevitable if you know this simple posture on page 30.

How to cleanse nasal passages...calm the mind...help relieve sinus

## ABOUT THE AUTHOR

The crippling pain of arthritis sent Rachel Carr to the study of yoga. Following the system of exercises she outlines in *Yoga for All Ages*, she managed to loosen her rigid spine and knee joints and to dispense with the traction equipment she had used at night to stretch her spinal column. From that beginning, she went on to study yoga in depth and to become one of America's most noted teachers of the subject.

and other headaches...reduce eye strain and fatigue...strengthen optic nerves and muscles—all in the same posture

Health-Power postures that anyone, of any age, can do in a chair

The great Yoga cure for over strained nerves! Starts to work immediately, in minutes! May be worth a hundred trips to a psychologist! Its fantastic ability to induce sound sleep, even in confirmed insomnia may alone be worth the low price of this book!

## Prove It Yourself—Entirely At Our Risk!

But there is so very much more! You really must try these great Health Power Postures yourself to believe them! Therefore we offer this Complete Streamlined Course to you, to read and use from cover to cover, entirely at our risk!

Look again at the unretouched photograph of the author above. Realize again that, only a few years ago, this woman was in literal agony from the pains of arthritis...in such poor health that she could not sleep at night without traction!

It is worth a few minutes of your time to learn the Path Back to youthfulness and health that she discovered! That now makes her feel young, strong, supple!

If it is, then send in the No-Risk Coupon TODAY!

## MAIL NO-RISK COUPON TODAY

### IMPROVEMENT BOOKS CO., Dept. 6844 13490 N.W. 45th Ave., Opa Locka, Florida 33059

Gentlemen: Please rush me a copy of *YOGA FOR ALL AGES*, #80086, by Rachel Carr! I enclose \$7.98 in full payment. In addition, I understand that I may examine this book for a full 30 days, entirely at your risk! If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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# This Woman Is Slimming Her Waistline-

## By Blowing Out the Candles On An Imaginary Cake!

**She will perform this ingenious EFFORTLESS EXERCISE for one minute—no longer—and from that moment on she can stand straighter, and look slimmer and younger than she had in years.**

The difference in her appearance can be almost exactly as if she had gone on a strict diet for one to two weeks—but she will have accomplished the same slim waistline in seconds.

And then she will go on, to attack the premature wrinkles that make her look years older than her calendar age—by concentrating this time, not on her face but her feet.

She will learn how to float the upper part of her body in air—so that it actually feels weightless—so that she can work or play all day with only half the energy requirement (and only half the tiredness) that she felt before.

And then she can loosen and strengthen the vital lower area of her back—and for the first time in her life “iron out” those ridgy washboard inner thighs that no other exercise could ever reach—all by doing nothing more than performing one simple gesture for one additional minute **WITH HER ANKLE**.

### Perhaps the Easiest Exercises Ever

**Defined, They Can Give You a New Face and a New Figure If You Give Them Five Triumphant Minutes Every Day!**

To repeat again, in five minutes this woman will have given herself a beauty treatment far more effective than the most expensive beauty salon in the world. And it will have cost her nothing.

*And no external treatment ever invented could ever give her the thrilling new energy and day-long resistance to weariness and fatigue that she can gain in these five minutes.*

How can it be done? As simply as this:

This woman is a pupil in perhaps the most fascinating looking-younger, feel-better program ever conducted. Over twenty classes teach this program in the city of Chicago alone. Over 100,000 people have already bought this program, in book form, to use in the privacy of their own homes.

*Dozens of doctors have already recommended this program to their own patients for the health benefits alone: to give these people desperately-needed sleep without tranquilizers or drugs...to help strengthen torurious backs...to bring back the natural energy drive and vigor that these men and women may have thought they had lost forever.*

The name of this wonder-working program is BODY DYNAMICS. In essence, it is a series of

brief EFFORTLESS EXERCISES—designed to unlock the natural strength and beauty of both your face and figure.

*It is now available to every woman who is willing to gamble a five-cent stamp—no more—and a simple weekend of her time to prove its incredible results in her own home.*

Here is what the first weekend alone can give you. It starts with the most vital beauty-restorer of all—sleep.

### The Way Most Women Sleep Ruins Their Faces By Age Thirty. Here's How a Simple Shift in Your Sleeping Posture Can Take Years Off The Appearance Of Your Face and Neck.

The book starts by reminding you of an inescapable fact:

Most women's beauty is destroyed—not as much by age or dirt or exposure to weather—but by the way their face and neck are squeezed up into a wrinkled ball when they fight themselves to sleep every night.

Yes, for seven or eight hours every night, the way you sleep *presses wrinkles into your face*—makes you seem years older than you have any need to look, once you have been taught the **RIGHT way to sleep**.

Therefore, the very first thing this amazing BODY DYNAMICS program does for you is this: *It teaches you a simple three-minute ritual that transforms sleep from a beauty-destroyer to a beauty treatment.*

This ritual is composed of two steps. The first step shows you how to send automatic “Sleep Signals” to your mind, your back and your heart—so that you simply turn off disturbing tensions, and let your body get ready to float effortlessly into deep sleep.

The second step arranges the parts of your body a new way in your bed. So that your body sinks so deeply into your mattress that sleep must come. So that the small of your back is completely unburdened at last. So that there is not a single pressure on any nerve center in your entire body.

And—most important of all—so that now your head is perfectly aligned on your pillow—with the neck muscles relaxed and yet strengthened...the chin completely uplifted...every inch of the skin of your face smoothed and glowing and toned...*The entire face, neck and chin being given an eight-hour beauty treatment.*

You will learn this simple ritual the very first evening you pick up this book. You will wake up the next morning more refreshed than you have known in years. *And you may gasp in joy at the new youth you see in your face in the mirror that very same morning.*

But this is only the first gift you receive from this amazing book. Here are just a few of the others:

### Your Own Breath is the Best Streamliner—if You Use it This Way

On page 62, for example, you're shown an Effortless Exercise that causes you to breathe a

#### About the Author: **GERTRUDE ENELOW**

For the past twenty years, Miss Enelow has been showing men and women of all ages how to take years off their appearance and inches off their waistline...at the same exact time that they liberate thrilling new energy and resistance to everyday aches and pains. Her revolutionary BODY DYNAMICS Health and Beauty Course has been proved by such leading newspapers as the Chicago AMERICAN...Louisville COURIER...Sioux City JOURNAL, and dozens more. Over twenty classes in Chicago alone now teach these Effortless Exercises. But now they are yours...to work the wonders on your face and figure...without your risking a penny! Send in the No-Risk Coupon Today!

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at our risk!



new way—and that forces those protruding hips and abdomen of yours to draw themselves in, automatically.

On page 45, another Effortless Exercise teaches you to walk like a queen, instantly. Use this technique to draw admiring glances to yourself, from the very first moment you walk into a new room.

Page 54 is sheer gold. Because it gives you another Effortless Exercise that can take the continual ache out of your lower spine from the very first day you try it. You'll be astounded at the thrilling new freedom for working, playing, bowling, golfing, dancing, living that this simple “unlocking” motion gives you.

And page 57 puts to work your Built-In Posture-Corrector to help you get rid of this sway-back, hollow-chest, slumped over shoulders that have plagued you for years. And, at exactly the same time...

### Your Body's Built-in Relaxers and Strengtheners Are Now Put to Work for You for the First Time

For example—

On page 33 you discover a six-second motion with your mouth, that instantly relaxes the over-tense muscles of your chest, heart and solar plexus—and drains hyper-tension out of your body like water running from a sieve.

On page 69 you discover how to turn the everyday movements of life into complete exercises by themselves. So that every time you sit, or stand, or reach out to pick up an object, you are effortlessly exercising and streamlining your body—keeping yourself in top condition without even realizing it.

On page 113 you use, for the first time, your body's own built-in vibrator—that has you bursting with energy every morning in seconds...that calms you down after a full day's work—in two or three thrilling minutes—and gives you a new spurt of vitality for the evening's fun.

### A Final Word of Warning

All these, and much more, are contained in Gertrude Enelow's revolutionary new *Body Dynamics*—yours to read from cover to cover without risking a penny.

Two words of caution must be added, however:

1) It is a short book. It has only 128 pages in all. If you are a fast reader, you can finish it in a simple weekend. *Do not, therefore, expect a huge weighty tome, full of useless theory. Every page of this book is packed with practical, step-by-step*

direction, that you can use immediately to give you the strength and health and beauty that are locked up inside your body today.

2) And most important of all—do not be misled by the ease and simplicity of the movement given you in this book! Since most of them can be performed sitting down or lying in bed...since most of them have been mastered by men and women as much as ninety years of age...since none of them even cause you to “work up a sweat”—you may think for the first day or two that they can not really be doing you that much good.

*It is only after the first week that the true results begin to show you the incredible efficiency of these incredibly gentle movements—in the buoyancy with which you bounce out of bed each morning...in the relief from chronic pain to which you have been a martyr for years...in the startled reaction of your friends, to your new appearance as they stop you on the street and beg you to tell them the secret!*

Twenty years of proof...thousands of case histories...doctor after doctors' recommendations all tell the same story. Try this thrilling book, entirely at our risk, TODAY!

— MAIL NO-RISK COUPON TODAY! —

#### INFORMATION, INCORPORATED

Dept. NYB-12

119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Yes, I want to try a copy of Gertrude Enelow's BODY DYNAMICS entirely at your risk. I am enclosing the low introductory price of only \$3.98 for this deluxe edition. I will keep this book for a full thirty days at your risk. If I am not completely delighted...if this book does not do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D., CHECK HERE! Enclose \$1 goodwill deposit. Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course!

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# DON'T PAY 1¢ MORE FOR GAS THIS YEAR THAN YOU DID LAST!

Proven by Detroit engineers . . . big oil company test-drivers . . . U.S. Government scientists!

Tricks that can save you up to 14 miles a gallon to begin with, without even touching a tool!

Tricks that START where the usual Detroit "gas-saving advice" leaves off!

Money-saving secrets so powerful that we repeat our guarantee to you —

## Don't Pay 1¢ More For Gas This Year Than You Did Last, OR YOUR FULL MONEY BACK!

How can we make this promise? It's a cinch! Because what we're giving you right now are the Super Gas Savers that Detroit probably won't put on their production models till 1980—or even later! The kind of Super Gas Squeezers that Shell Oil proved existed last year, when they coaxed over 376 miles a gallon out of a standard gasoline-powered car, CHANGED IN THE RIGHT WAY TO CUT THE GAS-WASTERS RIGHT OUT OF ITS ENGINE!

(Yes, that's 100 miles a gallon...200 miles a gallon...300 miles a gallon...right up to 376 miles a gallon—from a modified car with the same type of engine that you drive today! Because Shell engineers wanted to see what was THE ABSOLUTE MAXIMUM GAS MILEAGE A CAR COULD DELIVER—if THEY CUT THE JUNK OUT OF IT, AND GAVE ITS ENGINE FREE PLAY!)

You can't do everything they did, of course! But you CAN take dozens of their tricks...and U.S. Government tricks (write the U.S. Dept. of Agriculture, Washington, D.C. for Report AIC-240, and see what they say)...and Indianapolis competition tricks...and put them all together to keep as much as an extra \$800 in your pocket this year! Like this . . .

## For Example, From Now On, Why Not "BURN" AIR In Your Car?

This is just one Super Gas Saver that you probably never dreamed existed, but that auto engineers have been using on custom cars for years! You've heard, of course, of "Ram Jet Super-Chargers", that cost hundreds of dollars, but that deliver huge new horsepower (and therefore gas mileage) to the engines they're installed on!

Well, here's the world's easiest way to make your own "baby" Super-charger! It takes only minutes! It requires just one simple ingenious trick! And it atmospherically forces great heavy gulps of air to mix with your gasoline...thus that gasoline out...burns that gasoline more and more and more efficiently (especially when you "open her up" on the highway)...and lets you zoom past other cars roaring with laughter, because you know that YOU'RE burning LESS GAS than they are!

## But This Is Just The Beginning! Because Now You Save Gas Just By The Way You BUY IT! Just By The Way You Park Your Car! Just By The Way You "SHIFT" Your Automatic Transmission!

For example:

You no longer have to pay an extra \$100 or more a year in "sucker" gas bills, just because you chose an automatic transmission instead of a stick shift! Because now you can actually get MUCH BETTER MILEAGE—with that automatic transmission and the simple secret on page 16—that your "wiscacher" friend who has to juggle his manual gears at every city traffic light!

(Time to learn—just about as long as it takes you to drive to your neighborhood shopping center! Result—that you take command of the automatic transmission! Money in your pocket—hundreds of dollars over the rest of your driving life!)

PLUS:

How to turn a screw—and that's all there is to it—and get up to 15% MORE mileage in stop and go driving!

How to save up to \$1.50 every time you fill up (and think how

## Meet the Author: Ed Almquist

- Registered member of the Society of Automotive Engineers.
- Gas-saving specialist for over 25 years.
- Designer of many high-performance, mileage-increasing accessories, now found on many Detroit cars.
- Literally the "granddaddy" of American stock car racing, who introduced, year after year, many of the revolutionary new products that have made this sport one of the most popular in the world.
- Author of over 100 auto magazine articles on how to get super-performance from ordinary cars.
- And—most important of all—perhaps America's leading, internationally-known authority of how to save money on the standard American car—as proven by approximately a million copies of his books already sold on this subject!



## ABSOLUTELY FREE BONUS REPORT: How To "Burn" Water In Your Car—

AND GET UP TO 6 MILES MORE PER GALLON! Based on startling research done by the UNITED STATES DEPT. OF AGRICULTURE! The full details of how you can easily "burn" plain ordinary water along with your gasoline (as U.S. fighter planes did during World War II)—and not only get 3...4...5...6 miles MORE per gallon, BUT ALSO GET A

SMOOTHER-RUNNING, MORE POWERFUL ENGINE AS WELL!

This Free Bonus Report is alone worth many times the low cost of this book! Yet it is yours to keep ABSOLUTELY FREE—even if you return the book for every cent of your money back! Why not let it save YOU BIG money on your gas bills—TODAY!

many times a year you fill up), simply by giving one ingenious little command to your gas station attendant! (You'll kick yourself for not having thought of it before!) How to get pick-up that makes your friends' eyes pop open, and STILL save gas! (Yes! Forget about the old myth that you have to drive like a maiden aunt—or watch other cars pass you—to get Super Mileage! The engineers don't and why should you?)

PLUS:

How to get as much as ONE MORE GALLON OF "FREE" DRIVING, FOR EVERY TEN THAT YOU BURN TODAY...and get up to 40,000 miles from a single set of plugs!

How to convert your battery—in exactly 60 seconds—into a Super Power Plant that may very easily last the full life of your car—and save gallons of gas that hard slow winter starting is draining out of that car right now! (The total cost? Two cents! And not one penny more!) PLUS:

How to adjust your engine for summer heat, and save up to 2 "boil-over" wasted miles per gallon...how to do the same for winter, and beat mileage-sapping freezing cold...how to insert a special piece of metal that costs only 10¢ into your radiator, and get still MORE mileage...even a complete section on low-cost "super-tuning" your car to get premium performance on the lowest-cost regular gas!

**But Listen To This: Everything That Helps You Save Gas ALSO HELPS YOU SAVE ON OIL, TIRES AND REPAIRS! So You Pocket Another \$200 To \$500 This Year!**

For example:

How to "tune" your car as you drive! Spend an extra 60 seconds with it once a week...never leave your driver's seat...and keep your plugs firing clean, and your engine purring like a kitten!

How to slice tire costs in half—add as much as 20,000 miles to the life of your tires—without using anything more "mechanical" than an old rag!

How to cool the inside of your car on hot summer days, without the expense of air conditioning! How to get up to \$500 of free services from your gas station every year...which the big companies would like to keep hidden!

How to preserve anti-freeze for THREE full years! Get up to 30% more horsepower, without spending a penny! Double the life of your oil! Even get new-car performance for as much as 100,000 miles!

**Only \$3.98 Complete!**

Including FREE Report!

----- MAIL NO-RISK COUPON TODAY -----

**IMPROVEMENT BOOKS CO., Dept. 9353  
13490 N.W. 45th Ave., Opa Locka, Florida 33059**

Gentlemen: Yes, I want to try a copy of HOW TO SQUEEZE UP TO 32 MILES PER GALLON...OR MORE, #80135, by Edgar Almquist! I am enclosing the low introductory price of only \$3.98 in full payment. In addition, I understand that I may examine it for 30 days at your risk or money back.

□ Also send me, ABSOLUTELY FREE, your brand-new Report, "How To Burn Water In Your Car—and get up to 6 miles MORE per Gallon"! I understand it is mine to keep, even if I return the book for every cent of my money back!

Enclosed is check or M.O. for \$ \_\_\_\_\_  
YOU MAY CHARGE MY:  
□ MASTER CHARGE □ BANKAMERICARD

Acc't # \_\_\_\_\_ (Find above your name)

Inter Bank # \_\_\_\_\_ (Find above your name)

Expiration date of my card \_\_\_\_\_

NAME \_\_\_\_\_ Please print

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

N.Y. & Fla. res. please add appropriate sales tax.



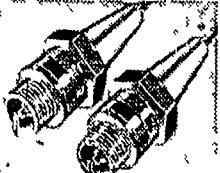
# Now—Run Your Car Without Spark Plugs— Get Up to 31 More Horse-Power, 8 More Miles per Gallon USING ONLY REGULAR GAS!

Yes—this revolutionary new FIRE INJECTION SYSTEM—installed in 15 minutes, must deliver maximum power and economy WITHOUT CHANGING TO HIGH-PRICED PREMIUM GAS—must give you up to 31 more H.P., 8 more miles per gallon for the life of your car! See unprecedented GUARANTEE below!

Your car runs because gasoline is fed into the cylinders where a spark causes it to fire. Now here is the important thing. The larger this spark is the more powerful the explosion. The more powerful the explosion, the more power you get from a given amount of gas. Poor explosion means wasted gas, loss of power, poor getaway, bad starting, a sluggish car. Good explosion means more miles per gallon, more horsepower, blazing pickup, an exciting car to drive!

## WHAT CONTROLS ENGINE EFFICIENCY?

Spark plugs control the efficiency of that explosion. And not only do they give a small, weak spark to begin with, but they get worse every mile you drive. And that you can see:



for yourself. Put a new set of spark plugs in your car and then look at them at 100 miles, at a thousand miles, at 5,000 miles. Every time you look you will see more filth and carbon and more of the precious electrode burning away.

## STOP USING SPARK PLUGS!

Now, read very carefully what I'm going to suggest... that you stop using spark plugs! That's right—get rid of them—forever. But... if you get rid of your spark plugs, what will ignite the gasoline and make the motor run?

Well, please remember that today you can have gas injection and get far more mileage, efficiency and power from less gas—and in a few years gas injection will have completely replaced the carburetor. In the same way, now is the time for Americans to replace old fashioned, temporary, inefficient spark plugs with a modern, efficient, permanent fire injection system!

## PAYS FOR ITSELF IN ONE MONTH!

Now, the SA FIRE INJECTION system is so inexpensive that it can pay for itself in gas savings alone in one month of driving. Forget for the moment about the extra pep, power, performance... the savings in spark plug servicing and replacement... the savings in wear and tear on pistons and cylinders. Just remember this fire injection sys-

tem will pay for itself in one month of driving! Here's how:

A spark plug jumps a spark across an air gap, limiting the size. A fire injector fires on the surface of a conductor. You get a heavy, powerful flame that will not blow out at pressures far greater than those created by the highest compression engine!

On ordinary spark plugs the air gap is always getting bigger, wasting power and gas. Plugs are constantly accumulating filth and carbon because of inefficient ignition. A fire injector has no air gap and no electrode to burn away. It never needs cleaning or setting. It actually becomes more efficient with use. It will actually outlast any car, delivering maximum efficiency without servicing or replacement.

With ordinary spark plugs you should be using premium gas, which costs from 4 to 8 cents more than regular gas. With fire injectors regular gas will give you up to 8 more miles per gallon, up to 31 more horsepower—plus easier starting in all weather.

These are some of the reasons that the U.S. Air Force pays premium prices for special aircraft fire injectors for the high-powered engines of their jet aircraft.

## PROVE IT TO YOURSELF!

If you have automatic transmission, make a note of how fast your car crawls forward when it is in the drive position, with the motor idling. If you have a sports car, a racing car or a boat, make a note of the RPMs as indicated on



the tachometer when the engine is idling. If you have regular transmission, put your car in low gear on a level road and notice its speed with the motor idling. Next, take a spark plug wrench (you can procure one of these tools anywhere) and remove your spark plugs. Just screw the injectors right into the spark plug openings. Then—not matter what kind of gas you have been using—fill your tank with the poorest regular gas you can buy. That's all you have to do to see the most amazing results you can imagine!

## CHECK YOUR RESULTS CAREFULLY

If you have automatic transmission—now put your car in drive and let your engine idle. If your car stood still with spark plugs, it will move for-

ward at from 4 to 6 miles per hour, that means that the amount of gas that just kept your engine turning over will now carry you up to 6 miles at no cost to you!

If you have a racing car, sports car or a boat, your RPMs will increase up to 200 more at idling—up to 300 more at higher speeds! If you have regular transmission, in low gear and with your motor idling, your car will move forward 4 to 6 miles per hour faster. In other words, no matter what you drive, here is absolute proof that you can go further, faster and cheaper when you install SA FIRE INJECTORS in your car!

## SEND NO MONEY... JUST MAIL THE COUPON!

Up to now these SA FIRE INJECTORS were practically made by hand and would have had to sell for as high as \$5 each. But we knew that 30 or 40 dollars for a set of 6 to 8 SA FIRE INJECTORS was more than the average driver could afford—so we decided to get the price down so low that these injectors would pay for themselves 12 times, in one year of driving. So here is my astonishing proposition. If you will check your car's performance carefully before and after you install your SA FIRE INJECTORS and then tell your friends and neighbors about them, here is what I am prepared to do for you:

You can have a set of SA FIRE INJECTORS for the year and model of your car for a fraction of their value... that's \$1.49 each... only \$8.94 for a 6-cylinder car or \$11.92 for an 8-cylinder car. Now, if your SA FIRE INJECTORS don't meet my GUARANTEE—if they do not continue to deliver maximum performance for the life of your car... you get your money back on 10-day no-risk basis.

## DOBIS DISTRIBUTORS, Falls Creek, Pa.

Yes, I want new pep, power and performance from my automobile! Please send me:

- One matched set of 6 SA FIRE INJECTORS for \$8.94  
 One matched set of 8 SA FIRE INJECTORS for \$11.92  
 Single SA FIRE INJECTORS (Number...) at \$1.49 each

### CAR DATA

YEAR .....  
MAKE .....  
# CYS. ....  
MODEL .....

Enclosed is the full price for the SA FIRE INJECTORS

I am ordering. You will pay the postage. In addition, I will receive as a special FREE Bonus a famous illustrated 62 page "Economy Driving Handbook." Though I pay in advance, all terms of this offer and Guarantee Insurance—Indemnity apply, and the Handbook is mine to keep even if I return the Fire Injectors.

Send my SA FIRE

INJECTORS C.C.D. on your 10 day money-back guarantee. I will pay for the postage and C.C.D. charges.

NAME ..... Remittance enclosed  
ADDRESS .....  Check  
CITY .....  M.O.  
..... ZONE .. STATE .....  Cash

AGENT, DEALER, DISTRIBUTOR INQUIRIES INVITED

CHECK THESE DIFFERENCES	
<b>SPARK PLUG</b>	<b>FIRE INJECTOR</b>
Fires across air gap	NO air gap required
Wire electrode burns away	NO wire ele trode
Carbon ruins firing tip	NO tip deterioration
Needs cleaning and setting	NO cleaning or setting ever
Needs periodic replacing	NO replacing
Needs premium gas	NO premium gas needed
Must have exact heat range	NO heat range
Spark blows out under pressure	NO blowing out even at highest compression

GUARANTEE — INSURANCE — INDEMNITY	
Take your set of SA FIRE INJECTORS and install them immediately then give your new injection system every test you can think of... starting—acceleration—gas mileage—spark pep and smoothness for 10 full days. You must get up to 31 more horsepower—up to 2 more miles per gallon—increased engine RPMs—faster starting, blazing acceleration, freedom from knocks and pings, easier starting in all kinds of weather. AND DO ALL OF THESE THINGS ON REGULAR GAS, OR YOU GET YOUR MONEY BACK	
As long as the SA FIRE INJECTORS are in your car you are covered by a PRODUCT LIABILITY INSURANCE POLICY, endorsed by an internationally famous insurance company. A detailed description of this coverage is yours on request.	
If any SA FIRE INJECTOR does not continue to deliver maximum performance for the life of your car, we will replace it FREE, or we will replace your ignition system with a set of brand new standard American plugs. Simply return your SA FIRE INJECTORS with your guarantee.	
C. D. Kasher, President, STERLING ARTCO, INC.	

Ladies and gentlemen, I'm all through. If you're not too lozy to take 15 minutes to remove a set of plugs and install a set of fire injectors and not too proud to save a lot of money—if you enjoy a car that delivers the maximum in smooth, powerful performance—then choose the method of ordering easiest for you as shown in the coupon and order your SA FIRE INJECTORS right now!

# "FLAMING TORCH" ARRIVES FROM CANADA

*It's Here! Fabulous Flower Variety Gives You Thousands of Blooms—  
Masses of Red-Flowering Torches As Long As Your Arm the First Blooming Season*



DOWN FROM THE WILDS OF CANADA came news of an amazing discovery! A huge, magnificently beautiful plant that stands 50...100...200 magnificent flowering spikes—and then covers miles of ground with masses of solid bloom—200 flowering torches up to 2½ feet high!

A plant that is so hardy that it survives in swamps, desert-like soil...snow-swept plains...that is now available to you! It's CHOKES OUT WEEDS...that grows with it for space...that is so fantastically easy to grow that you can have two, three and even thousand plants from THE VERY FIRST SEASON ALONE, and then COUNT EVEN MORE BLOSSOMS EACH SEASON IN BLOOM ON THE PLANT! And now here is how you can actually get this amazing plant to turn your garden into the showplace of your neighborhood...and all FOR LESS THAN FRAC-TION OF A PENNY FOR EVERY HUNDRED BLOOMS!

This spring, how would you like to grow a new Lythrum variety in your garden? And prove to your home or your neighbor's, have ever seen before in their entire lives...that they never even dreamed existed...that they may have believed impossible until they've walked up to it and touched it with their own hands?

How would you like to grow a plant that you can easily pull out of the ground this spring...that you leave almost entirely alone...that you simply "plant and forget"? And when you do...you will have a magnificent, traffic-stopping prize—almost 5 feet high by 3 feet wide—already pre-touched by hand-painted art!

How would you like to grow a plant that will give you nearly 4000 blossoms...that you have never seen before—each blossom virtually the same size as a magnificently prize-winning violet.

Breathtakingly, these Canadian hybrids are such this one price branch, and save money, than the mother plant. Carefully they rooted into a new plant...and cast at the first, the 10...50...100...200 magnificent plants sprouting up into a field of beauty that had never been seen before...and never been seen before by hand-painted art!

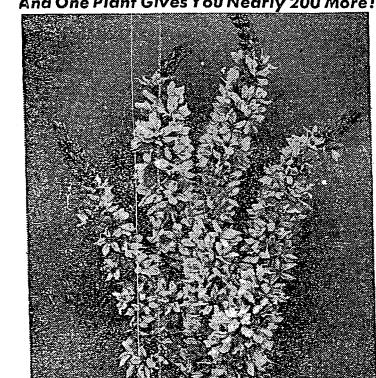
Plant that they named Lythrum Morden Pink?

Now Comes An Even Greater Discovery

Still these plant hybridizers were not satisfied! Still they wanted more bloom...more beauty...more color and more lasting bloom, though it scarcely seemed possible!

Now they breed and crossbred this new race of Lythrum with other varieties...and easily watched and measured the size, the flowers, the hardness, of thousands of test plants...a whole generation after generation of these new giants come.

## LOOK AT THESE MAGNIFICENT 2 FOOT FLOWERING SPIKES COVERED WITH BLOSSOMS— And One Plant Gives You Nearly 200 More!



THESE 2 to 2½ FOOT FLOWERING TORCHES weighted down with 100's of violet-sized ½" blooms would be the center of attraction in any home! And what a magnificent gift for your friends! You'll pick a bouquet a day all summer long from just one of these amazing plants called Lythrum Morden Gleam!

### Who Ever Heard of 17,000 BLOOMS From One Single Plant?

YOU ARE NOW LOOKING AT LYTHRUM MORDEN GLEAM. First seen by human eye in Canada and Gardiner, Ontario, since then, plants of this spectacular new flower introduction will grow up to 5 feet tall in your garden...will actually cover itself with fiery masses of torch-like blossoms this summer in June, July, August, September, often right into October. And year after year thereafter—as cut flowers—they'll give you hundreds of flowering torches so huge you'll have to carry them in both arms. And that's just the beginning—read this:

### Plant Now For Earliest, Fullest Bloom This Summer!

#### SUPPLIES LIMITED—ORDER TODAY!

For years, thousands begged us for even the old Lythrum Morden Pink variety and we simply couldn't supply them. This year, with this EXCITING MORDEN GLEAM, we're in trouble again and even less of supply, they'll be gone even faster! So if you want Lythrum Morden Gleam blooming in your garden this season, you must act immediately!

Order today, and we will ship you 3 heavy-rooted, field-grown Lythrum Morden Gleam plants for \$3.95.

Up to now, supplies have been so scarce, so limited, that virtually every gardener lucky enough to get a plant has been buying Gleam at all had to settle for tiny, soft-wood cuttings. Fortunately, we can now supply you with healthy, heavy-rooted plants which have already bloomed once in our growing fields. So imagine the breathtaking second-year growth these plants will produce in your garden this season. And these 3 plants are sent to you on this complete 2-way guarantee.

1) You must be delighted with these plants or we'll refund your money back within 10 days. Or we'll replace any plants free of charge, if notified within 90 days.

2) Plant these Lythrum Morden Gleams as a background for your garden...as flaming centers for your flower beds, with thousands and thousands of colorful blooms. Plant them as privacy shields for your terrace or porch, as a background for your flower beds, your roses. Plant them in matched pairs alongside your entrances! Or whatever you like, judge. You'll see them erupt into living walls of bloom beginning this June! If you do not agree with us about the quality and magnificence of these plants you have ever seen...that it towers over your garden with solid masses of flowering spikes up to 2½ feet tall...the most magnificent beauty that can be seen a full block away...that it actually and consistently bears its graceful, delicate blooms, then simply notify us and we will replace any plant free of charge.

Naturally, characteristics of any flowering plant may vary slightly in different areas...may grow somewhat taller or smaller, depending on location and weather conditions. But these are the blooming and growing characteristics of Lythrum Morden Gleam at its best (in New York and Minnesota) and this is the way we've seen them grow in almost every region from coast to coast.

But supplies are still strictly limited! Today is the only time this year you can buy Lythrum Morden Gleam, so for the garden of your dreams, mail no risk coupon today!

#### LAKELAND NURSERIES SALES

Dept. 426  
Garden City, N.Y.

Supplies Strictly Limited! Act Today!  
We Can Make This Offer In This Paper  
ONLY ONCE THIS YEAR!

Entire contents copyrighted by Lakeland Nurseries Sales, New York, 1958.

#### MAIL NO-RISK COUPON TODAY!

LAKELAND NURSERIES SALES,  
Garden City, New York

Please ship me immediately the top-quality, heavy-rooted Lythrum Morden Gleam collection I have checked below. When my plants arrive, I will pay \$3.95 per plant plus postage and C.O.D. charges. If any plant fails to thrive and bloom as described, you will replace it free of charge, if notified within 90 days.

#### 10-Day Money Back Guarantee

CHECK  3 Lythrum Morden Gleam—all for \$3.95  
OFFER  6 Plants only \$6.85 (You save \$1.01)  
DESIRED  9 Plants only \$9.35 (You save \$1.99)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

□ CHECK HERE TO SAVE MONEY! Postage rates have been reduced. Enclose payment with your order and we will pay all postage and delivery charges. We guarantee to refund your money if you are not 100% satisfied, of course!

# Secrets of Old-Time Bird Lore & Modern Bird Psychology Attract &

# Hand Tame Wild Birds

A New England Woodsman's Method Is Guaranteed To Lure Birds From Far Off—Draw Them In—Remove Their Fear! It Will Work For You, Too, Or There Is No Cost!

## HAND TAME BIRDS FAST!

Birds Fly to Your Hand, Arm, Shoulder—Feed From Your Fingers, Even Lips—Sing, Signal Wants, Play Games—Recognize You... Return Yearly!

FROM THE WOODS OF NEW ENGLAND COMES NEWS of the World's most amazing bird-luring method—guaranteed to work for anyone, anywhere—or no cost!

Created by a woodsman—guide—naturalist—called Al Martin—after a lifetime spent among wild songbirds—it is guaranteed to attract wild birds from far off to your grounds.

It is guaranteed to start hand-taming wild birds one week after they begin coming to you. It's guaranteed to cause birds to fly to your hand—feed from your fingers—play games—bring bird friends—serenade you—or no cost!

This is almost a fairy tale—and indeed it could be, except that it's true. In many ways, almost unbelievable, and yet true—the story of a kind and remarkably sensitive older man who discovered one of nature's secrets—How to communicate with wild birds, the most skittish, most difficult to tame of all natures animals



### WOODSMAN—ARTIST NATURALIST!

Alfred Martin—often called the "Grandpa Moses" of the New England woods, today's "Thoreau, Audubon or St Francis" and "Modern Pied Piper of birds."

He hand-tamed his first wild bird at 10, and for 50 years he has lived with, and among, song birds. Today when Al steps outside his small house, birds fly to him—sit on his shoulder and head, on his ears, climb up his neck, actually slide down again.

Children follow him everywhere for finger taming secrets. Bird lovers write him constantly. Biologists, naturalists, nature writers rely on his research on bird habits and psychology. Great bird photographers the world over visit him—because no one can get wild birds to perform before a camera as he can.

Al Martin's amazing method, what it does, and how to try it at no risk is described below.

#### Method Includes:

- How to Identify Birds
- How to Care for Ill and Injured Birds
- Strange Facts of Bird Lore
- Stories of Wild Bird Personalities (perfect for children)
- How to Photograph and Make Movies of Birds

#### Imagine You Hand Taming Wild Birds

Imagine the ruby-throated humming bird settling on your thumb and fingers—clinging upside down—then drinking from a tiny feeder in your hand.

Imagine you taming the blackbird with raisins—jays with walnut-sized pieces of suet, cedar waxwings with unravelled burlap—or whatever birds near your home.

How would you like the woodsman's way to do all this and to finger tame the chaffinch or bullfinch with seed—the song thrush with cooking currents, the titmouse with sunflower seeds—and the purple finch with thistle and flaxseed mixture?

How would you like Al Martin's special way to attract and hand tame the chickadee, the nuthatch, the pine gros beak, red poll, the catbird, even the wary woodpecker? Or tested woodsman's hand-taming tricks for whatever your favorite birds?

Imagine you causing birds you haven't seen for a year to return—recognize you—fly to you—follow you—even settle on your arm—shoulder—or head.

#### Easy:

Simple—fast—anyone can use. Guaranteed to work anywhere on almost any kind of bird, in country, suburb, even city park . . . or no cost.

Ideal for housewives, parents, older people, teenagers, children.

Al's secret is his bird psychology techniques he gives you in minutes—that works on virtually any kind of wild bird—and that Al took a lifetime to learn.

Al Martin has put all he knows into a remarkable book available without risk in the offer below.

In his simple book Al Martin has packed a library of bird books. A lifetime of bird-taming secrets—bird psychology—feeding wild birds—emergency bird first aid—wholesome true nature stories—even bird photography and movie techniques.

Imagine calling wild birds to near your home—then up to your window—cause them to land on the windowsill—tap on pane—flap wings—peck pane again to signal you. Then to come to you day after day—return season after season.

### SIMPLE WHEN AL SHOWS HOW

Al Martin tells you the easiest birds to tame—tells of feeders and fountains—of foods—and of different approaches that different bird species prefer.

Imagine hand-feeding a mother bird as you watch her pass out your food to her babies, or causing tree swallows to swoop down and snatch a feather you throw in the air—or teaching a catbird to catch a raisin just before it hits the ground.

It's all here! How to raise any soft-billed baby bird by hand. Set up an aviary. Start your own species. Build a natural spring-trickling bath, get best shots of birds drinking or bathing.

Here's what to do about children chasing birds, about cats, hunting birds, predator birds, chipmunks going over a feeder like a vacuum cleaner, bigger birds robbing smaller ones.

You're warned of "treats"—on market—that can sometimes kill a wild bird. You're shown how to help a hurt bird set and heal its own broken wing—how to mend a bird's broken leg with a split feather quill splint—how to bring half starved bird back to life—the dangers of peanut butter, avocado and table scraps for certain birds. How to remove a tiny humming bird caught in a spider's web—care for ill or injured birds with troubles you'd ordinarily never know about.

### Step Into Nature's World

How would you like to listen—see—introduce your children to the wonderful world of birds near your home?

Al Martin shows you how to spot and identify birds—recognize the color, shapes, movements and sounds of different species—tell the chip chip notes of flying purple finches—the canary-like song of the red poll—the yank-yank-yank of the white-breasted nuthatch—the reaping, scolding notes of the wren—how to recognize and thrill as never before to the songs and habits of song birds.

Al Martin tells true life nature stories of raw drama—how birds fight in bloody battles—how the female scalps the male—of fights of skill, speed and courage—how two birds bang at each other with wings, bills and feet—over and over—both trying for the neck grip—beating feathers—suddenly lying down as if the bell rang—then at it again—up as high as thirty feet—then down—neither losing grip on the other.

Thrill to humming birds that travel south in the feathers of a wild goose—like an airplane passenger, cowbirds placing eggs in a warbler's nest—for them to raise—barn swallows carrying their dead away and dropping them in long grass. Or hairy woodpeckers playing deadly "you can't catch me" flying games with diving hawks—like tiny matadors and bulls.



### WONDERFUL TRUE NATURE STORIES

With your child meet the starling that imitated a duck—then a cat—robins—gray squirrel—sparrow hawk—wolf whistle—blue bird—dog—red squirrel—and a dozen more imitations—each perfectly—and all in one song.

Or the tamed bird in a cage that

chirped, perked, and beat his wings each day until he got his bath. Or the two birds that consistently ate one raisin each—and then each carried four away—for the little ones—of birds that insisted on playing hide and seek.

Or the raven that retrieved a tossed stick and followed her master like a dog—unpinned children's shoelaces—became housebroken—had toys—learned what not allowed to touch and obeyed commands instantly.

It's all in what one owner called "the most human, fascinating, and instructive book on birds I own."

### Al Martin's Offer—Let Birds Decide

Only actually seeing wild birds come to your hand—can adequately show you what Al Martin's method can do. That's why he has arranged that any reader be shipped his method—on a no-hand tame, no-cost basis.

When it comes, try it out . . . in your neighborhood . . . on birds near your home—or on birds you'll lure to your home from far away. Only if you see birds drawn in by you—fly to your hand—eat from your fingers—signal their wants—play games—bring friends—do all this page has lead you to expect—does it cost you a penny. If it does not work right away—start hand-taming within a week—return for no cost—if at any time for any reason for up to six months after book comes that you're not delighted—return it for no cost. Otherwise it's only \$4.98. Could anything be fairer?

### First Come—First Served

This offer will not be made in this newspaper again this season. This edition is running out . . . only if you order now can we guarantee to fill your order.

Act today. Rush coupon below. Accept trial entirely at our risk and let the birds decide!

### AMAZING NO-RISK COUPON

#### NATIONAL COUNSELING SERVICE

Dept. FW12-17  
Box 2223, Grand Central Station, New York 10017

Please Ship me your book "Hand Taming Wild Birds" at the **Feeder** in Deluxe Cloth Bound Edition on a 6-Month No-risk Trial. Unless this book does all this page has led me to expect, I may return it for full refund.

\$4.98 payment enclosed—please ship post paid.

CHECK HERE if you wish your order sent C.O.D. Enclose \$1.00 goodwill deposit. You'll pay postman \$3.98 balance, plus all postal charges. Same Money-Back Guarantee, of course.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

For the man (or woman) who would like to break out of the salary-rut for good...open doors to thousands of extra dollars of income every year, without risking his present job...and perhaps even start two, three or four little self-perpetuating businesses of his own on the side, that make money for him while he sleeps — here is

a startling FREE report

# 37 ingenious SPARE-TIME BUSINESSES that require almost no investment, and net you up to \$200 EXTRA INCOME every week!

How would you like to get a commission on almost every house sold in your neighborhood, without registering as a real estate agent, or even leaving your front porch.

Or be the first one in your area to exploit this new twist in selling cheap jewelry by mail, that could get every one dollar you invest to bring you back five.

Or even use this fantastic new way to form your own race-horse syndicate—where for only \$18.50 a month, YOU own a thoroughbred that may win thousands!

And these are only three of the THIRTY-SEVEN brand-new SCHEME-YOUR-WAY-RICH, PART-TIME MONEY-MAKERS—completely unknown to 99% of your friends and fellow workers—and now yours ENTIRELY WITHOUT COST OR FURTHER OBLIGATION in one of the most startling, Instant Second-Income Reports you have ever read! All yours FREE with an introductory subscription to E. Joseph Cossman's THINK YOURSELF RICH NEWSLETTER!

Why, any one of these ingenious "Part-Time Money-Magnetizing Twists" can be worth a small fortune to you—and I'll prove it to you right now! Where else, for instance, can you get fortune-building information, at a glance, like this:

## All Yours Free in this "Make-Extra-Money-While-You-Sleep" Report

How to get perfect strangers to send you as much as \$100 a year each, for ten years, just for reminding them of certain critical dates. (You never see them; they never leave your home.)

How \$3.95 and this simple twist, can put you in the import business—right up to the point where you're selling franchises to others.

How to get your cut on the biggest (and completely legal) lottery in the world. You risk \$10. You get an oil or gas lease in return. (One man has already made a million dollars for exactly the same kind of investment.)

How to turn ordinary rocks (and an ingenious idea) into instant-money. (This one is so simple, you may kick yourself for not thinking of it.)

An introduction to one of the cleverest (and laziest) men in the United States. He works from 4:30 to 7:30 five nights a week—and earns over \$12,000 a year. His gimmick: a stroll through a shopping center parking lot, a couple of part-time high school kids, and an irresistible message written on a 5-inch by 8-inch card.

Invent one of these, and make up to a million dollars overnight (a startling complete list).

A new kind of bicycle, that smart operators are now using to bring in up to \$1,000 a day. (Yes, I said up to \$1,000 a day!)

The inside story on why one of the biggest service businesses in the world simply cannot advise. And why they will therefore pay you up to \$1,000 for a single program! If you like to talk to people, this simple inside-knowledge could make your spare-time worth as much as \$15,000 to \$20,000 extra to you every year.

A new European trick that nets you big earnings from other people's misfortunes, with almost no work.

How to turn mice into a steady income, for one day's work a week. (This idea has worked so successfully for one man in Minnesota, that he has customers waiting a full year to buy from him.)

You can do the same thing, for pennies.

Plus much, much more. Far more than I can ever

describe in this brief letter. How to buy old books for 2¢ each, and sell them for \$2 apiece with one simple twist... How to turn deserted old buildings into gold mines...ingenious little ads (given to you word-for-golden-word) that cost only \$5 or \$10 each, and bring hundreds flowing in every month... All of them still only a sample of the riches waiting for you in this startling report! And it's yours FREE, with your no-risk, introductory subscription to the THINK YOURSELF RICH Newsletter!

Here's why—

## He Made a Million Dollars by using His Brain and His Spare Time— and Other People's Work and Money!

Now you get down to the real pay-off! All 37 of these Golden Money-Makers are given to you by one man—a Californian by the name of Joe Cossman, who went from a \$65-a-week shipping clerk to the owner of a five-million-dollar-a-year business, before he retired last year with a million and a half dollars in cash in his pocket.

Yes, Joe Cossman did TWENTY FIVE MILLION DOLLARS WORTH OF BUSINESS (without ever seeing 99% of his customers), because he had one overwhelming talent—the ability to scoop up new money-making ideas YEARS BEFORE THE COMPETITION DREAMED THEY EXISTED!

To do this, Joe Cossman set up a "private intelligence service" for new money-making ideas, that not only covered this country but stretched out to Europe and Japan as well.

Every month, dozens of brand-new money-making ideas poured into Cossman's office—from Chicago and Boston and Alaska and Paris and Tokyo and Geneva—the instant they had proven their ability to turn pennies into small fortunes!

AND THIS SAME "MONEY-MAKING NET-WORK" IS INTACT TODAY! Joe Cossman has not dismantled it. He has decided to use it, instead, to let other ambitious men and women, all over America, TAP ITS GOLDEN FLOW!

Like this—

## Everything Worked Out for You. All You do is Follow Instructions— And Open a New Account at Your Bank!

Yes, once you subscribe to Joe Cossman's THINK YOURSELF RICH Newsletter—entirely at our risk—then from that moment on, every month you automatically get 10 to 50 of the hottest INSTANT-MONEY BREAKTHROUGHS from all over the world! (If you don't have time to use all of them yourself, why not pay someone else to do the leg-work for you? In this way, you can turn your sweat into your profit.)

Once again, these are all brand-new ideas. They don't come to you after everyone else has heard of them, and milked them dry. They come to you the very instant they've paid off, when 999 out of 1,000 people never even dreamed they're possible!

In addition, however, every one of these ideas is carefully checked by Joe Cossman to give you the following "more-than-mere-money" bonuses:

NO TRAINING NECESSARY to put them to

## HERE'S WHAT HE'S DONE FOR OTHERS! HERE'S WHAT HE CAN DO FOR YOU!

Jane Ellis writes:

"I feel compelled to write to you because as a result of your methods I became an instant success story! I've been in merchandising for 35 years as a retailer and also as a manufacturer's representative. During the past few months, business in the home furnishings field has been extremely slow. As a result, I guess I fell into the slump along with the loss of sales."

"Then came the Cossman Newsletter! Following your methods and in only ten working days, I put on a national sales organization that has been sending in orders at the rate of several hundred dollars a day. I've just cracked the premium field and my first order was for \$10,000! I can't begin to tell you what you've done for me. I feel I have been wasting years and ideas until I contacted you. Thank you so very much."

Arnie Rojan writes:

"I was broke, in a dead-end job, and disgusted with myself! I had an idea for artificial animal rugs but didn't know where to start. Then I discovered the E. Joseph Cossman method of bootstrapping yourself into business. Following your teachings, I started to manufacture and sell my rugs in my spare time while I held onto my job. Thanks to you, I was able to quit my job and develop my product to a point where I sold out a month ago for \$100,000 cash and a royalty on future sales! Not bad for a high school graduate whose parents never had more than \$2,000 cash at any one time."



E. JOSEPH COSSMAN

One of America's most colorful businessmen. Started with a capital of \$60, and built it into a multi-million-dollar-a-year business—with branches in almost every country in the civilized world.

Always an innovator—and one of the most effective money-making teachers in business history—Mr. Cossman gives over one hundred speeches a year before Chamber of Commerce groups, business organizations, sales promotion and marketing executive clubs in this country—and such world-renowned institutions of higher learning as the Sorbonne of Paris. All this in addition to his radio and television appearances with Steve Allen, Groucho Marx, Art Linkletter, Johnny Carson, Mike Douglas, John Reed King and dozens more.

Mr. Cossman's interest in little-known business money-makers has yielded him incredible rewards. Just one phone call he made to the government—described in full in his fascinating new newsletter—resulted in a contract with a Japanese firm for one of his products, that nets him \$50,000 a year—as a minimum!

Read the thrilling details at our risk! See how you can apply the same, little-known techniques to add thousands of dollars a year to your income! Send in the No-Risk Coupon—Today!

**INFORMATION, INCORPORATED**  
119 Fifth Ave., New York, N.Y. 10003

—MAIL NO-RISK COUPON TODAY!

**INFORMATION, INCORPORATED**

Dept. FW-22

119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Yes! Please send me your FREE Report, "37 INSTANT MONEY-MAKERS YOU CAN USE TOMORROW," along with my Introductory One Year Subscription to E. Joseph Cossman's THINK YOURSELF RICH NEWSLETTER. I understand that the price of the Newsletter is less than \$1 a month. I enclose \$10 on the introductory offer, (completely tax deductible) as NO RISK. Within three months can cancel my subscription and you will refund my full \$10 instantly. In any case, the Report is mine to keep.

Name \_\_\_\_\_  
(Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_

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

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## SPECIAL BONUS SECTIONS EVERY MONTH!

Joe Cossman does FAR MORE than merely put you in business! He also shows you how to squeeze every cent of tax-free profit out of that business, how to use that business to receive hundreds of FREE items from all over the world...how to save thousands of dollars in hidden expenses—not only in that business, but in your everyday costs of running your home, car, boat, even family vacations! For example (taken from future issues)—

How to own your own telephone answering service, and save up to \$300 a year on phone bills.

How to get 150 superb drawings, engravings and prints (all suitable for framing to decorate your home or office) for a total cost of 50¢.

How to buy a jeep for a few hundred dollars. Or a cabin cruiser or helicopter for peanuts.

How to get the world's largest bank as your business advisor, FREE.

How to get up to \$5,000 additional life insurance, without paying one more penny.

Contest-winning tips from the judges themselves (one of them alone could be worth \$25,000 to you). How to put yourself in THE ROYALTY POSITION—between someone else's product and a blue-chip corporation—where with a single phone call you may collect thousands of dollars of royalty annuity for the rest of your life.

How to get office equipment at less than it costs the manufacturer to make.

How to get up to a hundred thousand dollars of FREE advertising every year.

How to get the U.S. Government to invest in your business—train your employees—finance you when income is low—give you fabulous vacations, practically free—show them their own tax loopholes... and much much more!

All yours as just one small BONUS-SECTION of this great monthly Newsletter! Why not try it—entirely at our risk—TODAY!

The cost is less than \$1 a month—FOR A MILLIONAIRE'S TIP-SHEET SERVICE THAT COULD MAKE YOU RICH OVERNIGHT! (Read the testimonials on this page. If Cossman can make these people tens of thousands of dollars overnight, he certainly can do it for you!)

But you try this THINK YOURSELF RICH Newsletter at our risk! Send in the No-Risk Trial Coupon today. Receive your first issue, plus your FREE Report of 37 INSTANT MONEY-MAKERS, to read from cover to cover entirely at OUR risk! If you're not immediately delighted, simply return the Newsletter for every cent of your money back! Keep the FREE Report in any case! It's our gift to you for your trouble!

# FREE! 30 Ingenious "Super Money-Makers" You Can Use Tomorrow!

For the business man who would like to cut out thousands of dollars in hidden costs OVERNIGHT... receive hundreds of thousands of dollars of ABSOLUTELY FREE Government help... put the newspapers and magazines of his community—and the entire nation—to work for him, FOR PENNIES...

HOW WOULD YOU like to get FREE art work for your ads... draw credit reports on any firm anywhere in the world for only one dollar apiece... be paid to speak at free trade shows... receive new products every month, that you can tie up for a song... save up to \$100 a week on typing costs, by making simple changes in your typewriter... have your product displayed in front of the cash register in the window of a top department store... have it be wised and dined in top executives' homes all over the world by making a simple phone call... learn a new skill... learn how to make more money... or have your product appear on up to 200 TV stations for as little as \$20...

And much, much more! Far more than I can describe in this advertisement ALL SIMPLE BUSINESS TRICKS UNKNOWN TO 99% OF ALL EXECUTIVES—**ALL WITH NO COST OR FURTHER OBLIGATION** in one of the most amazing, informative, money-making Reports you have ever received yours absolutely FREE with introductory subscription to **The E. Joseph Cossman EXECUTIVE NEWSLETTER**.

Any one of these ingenious "Money-Making Twists" can be worth a small fortune to you—and I'll prove it to you right now. What else, for example, can you get fortune-making information at a glance—like this?

## All Yours Free In This "Midas-Touch Report"

How to get 150 superb drawings, engravings, and illustrations... how to get them for free (or perfect for stand-out ads) **for a total cost of 50¢!** How to get dozens of FREE distributors abroad (over 100 countries)... how to sell a car for \$40,000 worth of goods, than it is to sell a man in Chicago (or world)—**all by writing one double-spaced letter!**

A sure-fire way to protect a hot new idea, so you can share it with the world... come up with a new idea, and never let the big guys steal it.

How to buy a jeep for a few hundred dollars. Or a car... with only one cent.

How to beat the Christmas-gift racket! Save hundred (and perhaps thousands) and make your customers happy.

How to get the world's largest bank as your business advisor, FREE.

How to get a new product, **before you invest a cent in it!**

The three big NO-COST WAYS to get front-page publicity in your local newspaper or trade journal! (Whoops—one of them could set you back 25¢).

How to get the \$100 ADDITIONAL fee insurance without ever losing one cent... and without switching to term insurance!

How to get the other exhibitors at a trade show to promote your product.

How to get your product distributed by a top-notch national sales organization, **in one easy step!**

How to get time on the radio when it is possible for you to see the president of the largest company in the country... by reading a few sentences, and when he will tell you anything you want to say! Here it is:

He Made A Million Dollars  
By Using His Brain—And Other  
People's Work And Money!

Now you get down to the real pay-off! All thirty of these Golden Money-Makers were discovered by one man—**Joe Cossman**, the author of **The E. Joseph Cossman EXECUTIVE NEWSLETTER**, who went from a \$65-a-week shipping clerk to the owner of a five-million-dollar-a-year business, before he was 30 years old. He did it all... and he still has it in cash in his pocket!

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THESE ARE JUST A FEW MORE! THIS IS STILL ONLY A SAMPLE OF THE RICHES WAITING FOR YOU IN THIS STARTING REPORT. GET YOUR FREE EXECUTIVE NEWSLETTER AND INTER-

DUCEDY SUBSCRIPTION TO **The E. Joseph Cossman EXECUTIVE NEWSLETTER**!

Here's what you'll get:

He Made A Million Dollars

By Using His Brain—And Other  
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Here's what you'll get:

He Made A Million Dollars

# ONE DAY WITH THIS MAN COULD MAKE YOU RICH!

He has already shown thousands of men and women how to "bootstrap" themselves into their own spare-time business... pull in as much as \$1,000 to \$10,000 net profit in thirty short days, *without even risking their present jobs!*

And he's willing to prove this to you—face to face on April 26th—*without your risking a single penny!*

## Here's how:

This is your personal invitation to a "SEMINAR FOR FUTURE MILLIONAIRES"! It is given by America's most successful "Start-from-Nothing-Millionaire"...E. Joseph Cossman, who started a spare-time business for himself with a kitchen table for his desk, a few hundred dollars and an idea. And who, today, at the age of 49, has retired with over \$1,000,000!

**And the most important fact of all...** Joe Cossman made this \$1,000,000 almost completely by mail order, using other people's effort and money, and in less than a few years from the time he was working as a \$65-a-week shipping clerk with "no future".

Let me repeat that fact again: Just a few golden secrets—secrets you are going to learn at the **Commodore Hotel in Manhattan on Saturday, April 26th**, netted this man over \$1,000,000.

## Is this seminar for you?

If you are on salary, working for a living, and want to be your own boss...if you want to make additional income in your spare time...if you have a product, or an idea for a product, and want to know how to market it...if you are in your own business and want to increase your sales...then this one day seminar can be the most profitable...as well as exciting...you have ever spent in your life.

Here are only a few of the money-making secrets E. Joseph Cossman gives you in this

## unique SEMINAR FOR FUTURE MILLIONAIRES:

### If you'd like to start a spare-time business with as little as \$100 spare cash—

5 How would you like to get a commission on almost every house sold in your neighborhood, without registering as a real estate agent, or even leaving your front porch.

5 Or even use this fantastic new way to form your own race-horse syndicate—where, for only \$18.50 a month, YOU own a thoroughbred that may win thousands.

5 How to get perfect strangers to send you as much as \$100 a year each, for ten years, just for reminding them of certain critical dates. (This never see them, you never leave your home.)

5 How \$1, and this simple twist, can put you in the import business—right up to the point where you're selling franchises to others.

5 How to get your cut on the highest (and completely legal) lottery in the world. You risk \$10. You get oil or gas lease in return. (One man has already made a million dollars for exactly the same kind of investment.)

5 How to turn ordinary rocks (and an ingenious idea) into instant-money. (This one is so simple, you may kick yourself for not thinking of it.)

5 An idea that has already been adopted by several men in the United States. He works from 4:30 to 7:30 five nights a week—and earns over \$12,000 a year. His gimmick: a stroll through a shopping center parking lot, a couple of part-time high school kids, and an irresistible message written on a 5-inch by 8-inch card.

5 Invent one of these, and make up to a million dollars overnight (a startling complete list).

5 A new kind of bicycle, that smart operators are now using to bring in up to \$1,000 a day. (Yes, I said up to \$1,000 a day.)

5 The inside story on why one of the biggest service businesses in the world simply cannot advertise. And why they will therefore pay you up to \$1,000 for a single prospect's name. If you like to talk to people, this simple inside-knowledge could make your spare-time

worth as much as \$15,000 to \$20,000 extra to you every year.)

5 A new European trick that nets you big earnings from other people's misfortunes, with almost no work.

5 How to turn mice into a steady income, for one day's work a week. (This idea has worked so successfully for one man in Minnesota, that he has customers waiting a full year to buy from him.) You can do the same thing, *for pennies*.

5 How to buy old books for 2¢ each, and sell them for \$2 apiece with one simple twist... How to turn deserted old buildings into gold mines...ingenious little ads (given to you word-for-golden-word) that cost only \$5 or \$10 each, and bring *hundreds* flowing in every month...

5 If you're already in business for yourself—

5 Cash an Insufficient Funds check, with a single phone call!

5 Hire a \$100,000-a-year executive as consultant for your company, *for nothing!*

5 Get the United States Government to display your product in 100 foreign lands, FREE!

5 Run "Disguised Ad" for your product in one hundred top magazines, too, as little as 10¢ each!

5 Get FREE art work from now on for your ads.

5 Draw credit reports on most any firm outside of the U.S.A. for only \$1.00 each!

5 Receive a free list of hundreds of brand-new products every month, that you can tie up for a song.

5 Save up to \$100 a week on typing costs, by making one simple change in your office procedure.

5 Be wined and dined in top executives' homes all over the world by making a simple phone call.

5 Sell a product by mail order, with positively no risk of your losing any money on the ad.

5 Appear (or have your product appear) on up to 200 TV stations for as little as \$50!

5 Get dozen of F.R.E. distributors abroad—all by writing one double paragraph letter!

5 A sure-fire way to protect a hot new idea, so you can show it to every big company in the world, and they haven't got the slightest chance to steal it!

5 Buy a jeep for a few hundred dollars. Or a cabin cruiser or a helicopter for peanuts.

5 Five ways to test a new product, before you invest a cent in it!

5 The right way to investigate a franchise—so you can't be taken for your money!

5 Exhibit at a trade show, even if you don't want to pay a penny for the space, the travel or the personnel to get there!

5 Put on a national sales organization *in one evening!*

5 There is one time only during the year when it is possible for you to contact the president of the largest company, when he is not protected by receptionists or secretaries, and when he will welcome anything you want to tell him!

5 The Super Product! It costs \$10, sells for as much as \$100, needs no tools or dies! *Buy it not put it to work for you tomorrow!*

5 Sell thousands of dollars of a N.I.W. product,

## FREE!

Send your non-risk enrollment application today with full payment of \$25 and we will send you ABSOLUTELY FREE Joe Cossman's private collection of 20 "SUPER MONEY-MAKERS" YOU CAN USE TOMORROW!

Here is a permanent source of business secrets covering Joe Cossman's most valuable small money methods. All simple money formulas unknown to 99% of all people. Now yours entirely without cost or further obligation, when you register with payment in full.

## THE E. JOSEPH COSSMAN SEMINAR FOR FUTURE MILLIONAIRES

Hotel Commodore, 42nd Street,  
next to Grand Central Station,  
New York, N.Y., April 26, 1969,

10 A.M. to 5 P.M.

For reservations or further information,  
mail the coupon or  
phone (212) JU 6-1600.



E. JOSEPH COSSMAN

One of America's most colorful businessmen. Started with a capital of \$215, and built it into a multi-million-dollar-a-year business—with branches in almost every country in the civilized world.

Always an innovator—and one of the most effective money-making teachers in business history. Mr. Cossman has given over 1,000 lectures, speeches, a year before Chamber of Commerce groups, business organizations, sales promotion and marketing executive clubs in this country—and such world-renowned institutions of higher learning as Harvard, Princeton, Columbia, in addition to his radio and television appearances with Steve Allen, Groucho Marx, Art Linkletter, Johnny Carson, Mike Douglas, John Reed King and many more.

Mr. Cossman's interest in little-known business money-makers has yielded him incredible rewards. Just one phone call he made to the government which he describes in full in his favorite seminar revealed a secret that netted his overseas firm for one of his products, that netted him \$50,000 a year—as a minimum!

His best-selling book, "How I Made \$1,000,000 in One Year" is used in a 20-city tour by many colleges in their marketing classes. His newest book, "How to Get \$50,000 Worth of Services Free Each Year from the U.S. Government" is acclaimed by professional businessmen as a major contribution to the business world.

before you bring it out or even spend one penny to make it!

## ACT NOW! RESERVE YOUR PLACE TODAY!

Remember...to make big money you need no special training, higher education or unusual abilities. All you need is a desire to succeed, practical money-making techniques and formulas you will learn at the Seminar.

Since the E. Joseph Cossman Seminar will be limited to a certain number of people and no notes, please do the following to assure yourself of a reservation:

1. Fill out the APPLICATION FOR ENROLLMENT MENTION below.

2. Mail it with your check.

Do it NOW...and start yourself on the road to financial independence.

## OUR UNCONDITIONAL GUARANTEE!

If by 12:00 Noon you haven't received literature, materials and information worth more than 10 times your registration fee...then we will refund at that time every cent you paid!

## -NO-RISK ENROLLMENT APPLICATION-

Enrollment will be limited

E. Joseph Cossman  
c/o Information, Incorporated, Dept. NY-11  
119 5th Avenue New York, N.Y. 10003  
Phone: JU 6-1600 (Area code 212) If you live outside 212 area, call us collect.

If you're interested, Rush me more information on the SEMINAR FOR FUTURE MILLIONAIRES.

1. Reserve a place for me. I will pay at the door.

I've enclosed my check for \$25, which covers my registration for the SEMINAR FOR FUTURE MILLIONAIRES, lunch, and all materials. Also, this is my first deposit on 100% of my tuition fees.

2. I'm interested. Rush me more information on the SEMINAR FOR FUTURE MILLIONAIRES.

If by 12:00 Noon you haven't received literature, materials and information worth more than 10 times your registration fee...then we will refund at that time every cent you paid!

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel. No. \_\_\_\_\_

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

Phone \_\_\_\_\_

E. Joseph Cossman 1969

## COMMENTS ABOUT PREVIOUS SEMINARS

E. Joseph Cossman's Seminars have literally changed the lives of hundreds of people. Here are just a few of the many letters and success stories sent in attesting to the benefits people receive from his seminars.

### Arnie Rojan writes:

"I was broke, in a dead-end job, and disgusted with myself! I had an idea for artificial animal rugs, but didn't know where to start. Then I discovered the Joseph Cossman seminar on bootstrapping your own business. Following his teachings, I started to manufacture and sell my rugs in my spare time while I held onto my job. Thanks to you, I was able to quit my job and devote myself to my business full time. I sold a month ago for \$100,000 cash and a royalty on future sales! Not bad for a high school graduate on whose parents never had more than \$2000 cash at any one time."

### Bob Ashton writes:

"Briefly, I am unknown in the composing field, Nonetheless, my album, 'Songs of Living Faith' took first place in the annual Emmy awards. Thank you for your marketing methods. We are now the second leading contender for individual volume on any program in this category. The European market (especially Sweden) is opening up beyond all imagination."

### Jane Ellis writes:

"I feel compelled to write to you because, as a result of your seminar, I became an instant success story! I've been in merchandising for 35 years as a retailer and also as a manufacturer's representative. During the past few months, business in the home furnishings field has been extremely slow. As a result, I guess I fell into the slump along with the loss of sales."

"Then came the Cossman Seminar! I followed your methods and only ten working days after your seminar, I put out national sales organization, and sold several hundred dollars a day. I've just cracked the premium field and my first order was for \$10,000! I can't begin to tell you what you've done for me. I feel that I have been wasting years and years, until I attended your seminar. Thank you so very much."

### Charles Carpenter, Adv. Agency

"Your course has been so stimulating and challenging that it has provided an impetus for me to take action and establish a business in my spare time. I am referring to the McCall's Teacher Training Seminar. Your Seminar gave me the finest and most practical insight imaginable in the field of money making opportunities and products merchandising."

### Rudy F. Schmidt, C.P.A.

"I would say that this Seminar is worth several thousand dollars to me in the time I will save in the blunders I won't make. Excellent in all respects."

### Alvin L. Salzman

"I am really grateful to you. Your Seminar is just what I needed to get me started on my own. Hat Bond, Sales Rep."

"Your course has been so stimulating and challenging that it has provided an impetus for me to take action and establish a business in my spare time. I am referring to the McCall's Teacher Training Seminar."

"Thanks for giving us our stars. Our young company grossed over \$15,000,000 in sales its first full year of business!" W.L. Payne, Chemical Sales

"Thank you for opening a whole new world for me. Never in all my 41 years have I ever had such a feeling of being alive."

### Robert A. Turner, Businessman

"Your step-by-step directions for successfully marketing a product is being put to use right now with one of our own products...and your formula works! Using your methods we have practically built a national sales organization overnight for just a few dollars."

### Charles Carpenter, Adv. Agency

"My head is still swimming from the exposure to your Seminar which taught me more ways of marketing than my past 10 years of experience."

### Jim Reir, Marketing Agent

"I never realized how much I didn't know until I attended your Seminar. Your seminar should be taught in every college in this country."

### Peter Newman, Inventor

"A big benefit I received from the Seminar was the lift it gave to my personal courage. I'm now certain I can do something more than stick at one type of job all my life."

### Bob Bridges, Shipping Clerk

1\*

# DO YOU HAVE THE COURAGE TO EARN HALF A MILLION DOLLARS A YEAR?

This is a private advertisement. It is meant for  
the *tremendously ambitious man* only.

It is meant for the kind of man who has, first of all, the *repetitive desire* to earn more money in a single year than most of his friends will earn in their entire lifetime.

It is meant for the kind of man, secondly, who has enough sheer raw faith in himself to believe, today, that tomorrow he may actually be able to take home \$40,000 or \$50,000 a month — once he has been shown the techniques of making this kind of money.

And, finally, it is meant only for the man who is willing to make the *sacrifices* that this kind of income demands. Who is willing to take the gambles . . . endure the tensions . . . fight the inevitable battles — where his brain is pitted against some of the sharpest minds in the country, for prizes beyond the imagination of ordinary men.

And, above all, who is willing to accept the responsibility for other men's futures, the loneliness that always surrounds the person in command, the envy and hostility that will plague him for the rest of his life.

Do you have the courage to reach out for this kind of life? To face its incredible rewards and incredible hazards? If you do, read on. If you don't, consider yourself lucky and turn the page — there is nothing left in this ad that will make an iota of sense to you.

## To Make Gigantic Sums Of Money, You Throw Out All The Rules That Small, Safe Men Live By Every Day.

What we are selling on this page is a book about making fabulous sums of money. It is possibly the most unusual how-to book ever written. First, because it distills a lifetime of wisdom from one of America's most distinguished and successful financiers. And, second, because it reveals (to our knowledge, for the first time between the covers of a single book) the almost completely-unknown techniques of the "Super Money Makers" — the men who take home five hundred thousand or a million or five million dollars a year.

*Let us emphasize right here that you do NOT need "big money" to use these techniques. They will work with ANY AMOUNT of starting capital, even as little as \$50 or \$1,000.*

Here is a brief description of all six of them. See if you want to live out the kind of adventure

### Given to you be one of the Country's Leading Financiers

John Alan Appleman was first listed in Who's Who in America at the age of twenty-eight, and has been listed every year since.

In 1965, Mr. Appleman reduced his personal activities. At that time, his corporate connections included the presidency of Disability & Casualty Inter-Insurance Exchange; Standard Annuity & Life Insurance Company; Universal Drug & Research Laboratories, Inc.; Universal Research Products Inc.; Annuity Agency Company, with interests in two dozen other companies.

Mr. Appleman is the author of a total of forty-six technical volumes on insurance, economics, estate planning and financial security. In addition, he has written articles appearing in over a hundred publications.



they open up to you:

### 1. OPPORTUNITY RADAR!

These big-money manipulators create opportunities as their stock in trade! They see money-making potential situations that ordinary people are fighting to get out of! This lets them pick up tremendous hidden values for pennies . . . make a simple change or two . . . and then sell out for a fortune—all at capital gains!

This guide gives you the simple techniques that spotlight these hidden values—that filter them right out of the financial pages like wheat from chaff! Once you learn them, you will never read your daily paper again without an electric sense of opportunity!

### 2. STOP USING YOUR OWN MONEY!

Know-how—not capital—is the key to real profit-making! These smart-money men never let an opportunity slip by simply because they don't have enough of their own cash available to scoop it up!

This guide gives you the techniques they use to add up to \$99 of outside money to every \$1 of their own! How to create credit, before you ask for it! How to take money you borrow at 3% to 4½%, and bring in up to 36% to 50% on it in a few short months!

These techniques give you control of vast profit-making machinery overnight—with other people taking most of the risk! It opens up the door to situations after situations, where borrowed money can earn you a yearly profit in excess of your own total investment!

### 3. TIMING GREATNESS!

Stock-market timing can be learned! Price-rise can be anticipated, time after time, with almost mathematical precision—if you know the six acid-tests that these men use to spot the fast-risers, BEFORE they take off!

Several lifetimes of buy-and-sell experience are packed into just twelve pages of this revolutionary new volume! If you're interested in special situations, in short-term profits. In breakthrough companies too young to have been bid up to their proper prices—then these twelve pages will lift you right off your chair!

### 4. THE POWER OF SAYING NO!

Now come the rules to avoid being made a patsy! To side-step the hundreds of mouth-watering pitfalls, so well concealed that the amateur investor never even sees them!

As just a few examples—here are the seven warning signals that insiders look for whenever they enter a new negotiation! Thirteen dangerous traps in so-called "bargain buys," and how to avoid them! The five fatal weaknesses that destroy most men who try to expand too quickly! Favorite tricks promoters use to squeeze an extra few thousand dollars from you! Even how so-called "standard" contracts can ruin you—if you don't know the law to read the LARGE print!

### 5. DOUBLING THE PROFIT FROM EACH DEAL!

These men have proved it over and over again: If you have something to sell—including your own time—you can make more money in five minutes of creative negotiating than you can in five years of hard work!

Here are negotiation strategies that have made tens of thousands of dollars with a single spoken

sentence! How to buy a going business without one penny's cash! How to set yourself up for a life-long annuity, simply by making a phone call! How to turn somebody else's "must-sell" business into royalty checks for you, even if you don't invest a cent in it yourself!

How to make your business ideas pay you a guaranteed profit of a weekly salary, or a personal percentage of the gross—in many cases starting six months or more before they are on the market!

### 6. MILLION-DOLLAR TAX ANGLES!

Plus the four golden rules for taking more after-tax dollars from any deal you make! Twenty-five commonly-overlooked ways to lower the straight income taxes you've been paying for years—without legal complications!

Plus one-man, tax-deductible pension plans that you can easily put in! How you can let your children start earning double-money from the day they're born! How to switch both salary and profit into tax-exempt retirement funds that might take financial worry out of your life forever!

### Don't Risk Disappointment! Send for Your Copy Today!

All 6 fortune-building steps—including dozens of almost-completely-unknown techniques that we do not have room to detail here—are yours in *How to Increase Your Money-Making Power!* It is now available to you—through this advertisement only—without risking a cent!

The choice is up to you: You can continue to make \$5,000-\$10,000—even \$20,000 a year the old hard way—or you can make \$50,000—\$100,000—even \$250,000 a year by making these seemingly-minor changes in the way you handle your time and money!

It costs you nothing to prove this to yourself!

**INFORMATION INCORPORATED**  
119 Fifth Ave., New York, N.Y. 10003

\*\*\*\*\* MAIL NO-RISK COUPON TODAY! \*\*\*\*\*

INFORMATION, INCORPORATED, DEPT. BA-2  
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Yes, I want to read HOW TO INCREASE YOUR MONEY-MAKING POWER—entirely at your risk. I am enclosing only \$5.95 complete. I will use this book for ten days at your risk. If I am not delighted . . . I will return it for my money back.

If you wish your order sent C.O.D., CHECK HERE! Enclose \$1 deposit. Pay postman balance, plus handling charge. Same money-back guarantee, of course.

Name \_\_\_\_\_ Please Print \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Information, Incorporated 1967

## IS IT POSSIBLE?

# An Automatic Income for Life of \$20,000... \$50,000... \$100,000 a Year... Without Working... from a Business That Runs Itself!

"I'll show you dozens of plans you can start easily — without investing a cent!" says Ty Hicks.

Dear Friend:

Did you ever stop to think how great it would be to have an automatic income for the rest of your life — an income that goes on whether you work or not? An income of \$200 . . . \$400 . . . \$800 . . . \$1,000 a week or more, to do with as you please?

Believe it or not, there are actually scores of businesses that could be bringing you a fortune, without your lifting a finger! Easy, proven, money-making businesses that practically run themselves — to give you extra income without work! All you bring to them is a little ingenuity and the step-by-step methods outlined in this book!

Furthermore, you can get into many of these businesses, in your spare time — and build a fortune fast — starting with no money of your own! That's right! An automatic income, without investing a cent!

### For Example —

- I'd like to tell you about a method a former blue-collar worker uses — requiring no equipment other than a pencil and paper, and no special skills. He helps other businesses get started. As part of his fee, he becomes a "silent partner" in each business. Today he has an income of more than \$50,000 a year, from some 18 businesses. Yet he doesn't work even a minute a month at any of them!
- In another spectacular fortune-making method, all you do is make up company names, and sell them to companies that need names. Using this method, one fortune builder sold nearly \$30,000 worth of corporate names in 6 months. And in the next six months, she sold \$237,000 worth of names! All without investing a cent of her own!
- And I'd like to show you how another fortune builder acquired a business that practically runs itself — a parking lot — without spending a cent of his own, even though he was a bad credit risk. Today, he owns 14 parking lots. His net income from each lot is \$15,000 per year, giving him a total net income of \$210,000 per year!

### I Want To Tell You All About These — And Many Other — "Automatic Income" Opportunities Entirely At My Risk! Like This:

Success can, and will be yours — if you use these suggestions and apply these techniques. I use them myself. My name is Ty Hicks. Today I have several automatic incomes going for me. "Automatic" because I spend less than TWO DAYS A WEEK, supervising these businesses — with ample time for things like travel, entertainment, hobbies!

Yet not one of these businesses cost me a cent to start! You'll find the full details in a new book which I have written — an eye-opening, profit-laden book that shows you a dazzling array of powerful, proven, money-making opportunities — 90% of which require little or no cash, and even less effort! To get it — free for 10 full days, simply fill out and mail the enclosed post-free card, and you'll receive your copy of:

### How To Borrow Your Way To A Great Fortune!

In this book you'll find scores of tried and proven ways to borrow money quickly, and use it to build a fortune.

Whether you're a man or woman, old, young, married, unmarried . . . Even if you haven't got a job . . . or are a member of a minority

### ABOUT THE AUTHOR

Ty Hicks has built several fortunes for himself and others, using the methods he gives you in this book. Today he has several automatic incomes going for him. "Automatic" because he spends less than two days a week, supervising these businesses — with ample time for things like travel, entertainment, and hobbies!

More amazing still, he began his search for wealth with no contacts, no private fortune, his father having died when Mr. Hicks was only 14. Today he is personal advisor to many aspiring fortune builders. His activities include conferences on business planning, at \$50 an hour.

During his career, Mr. Hicks has made money in hotels, apartment houses, rental real estate, boating, shipping, publishing, amusements, the stock market, printing, engineering, and theaters. He is at present the owner of several important service industries, as well as the author of three other best-selling books: *How to Build a Second-Income Fortune in Your Spare Time*, *Smart-Money Shortcuts to Becoming Rich*, and *How to Start Your Own Business on a Shoestring and Make Up to \$100,000 A Year*.

work for you!

- You'll discover . . .
- How you can get up to \$5,000 easily on your signature alone, even if you have been refused before!
- How you can get up to \$5,000 for as little as \$8 a month!
- How you can get as many as six signature loans, for \$5,000 each — in ONE DAY — for a total of \$30,000!
- How you can get a large sum of money — thousands of dollars — that does not have to be repaid, is interest-free, tax-free, and can be used for any business purpose, including your salary!
- Over 10,000 ready sources of cash for you (many by mail)!

I'll show you how to use a loan as your springboard to riches! For unlike a car or TV loan, which doesn't pay you anything back, except pleasure, a business loan will often pay you a PROFIT of \$50, \$100, \$200 or more PER WEEK!

Put these wealth-studded tips to work and you can soon be richer than you ever thought possible!

### Instant Money Can Be Yours!

Every year, thousands of beginning wealth builders hit the big money by using borrowed money. Many of these have no credit rating of any kind when they start. Yet they hit the big money! Let me show you how! I'll show you how you may get all the money you need in a few hours — maybe even a few minutes!

### Fantastic Fortune-Making Bargains!

There are unbelievably powerful fortune-making bargains available to you today. Opportunities — open to everyone — that you can take advantage of, with little or no cash, that can stuff wads of profit dollars in your pocket, quickly and easily!

For example, you'll discover —

- How a \$23,500 split-level home was purchased for only \$180.22 — and sold for thousands of dollars profit!
- How a 27-room mansion on 13 water-front acres was purchased for only \$98.18!
- How a \$12,000 farm-style home was purchased for \$55!
- How you may "mortgage out"—a technique that gives you ownership of a property with no money down and with a cash payment to you!

Incredible as it seems, these opportunities are in your local area right now! You don't need any kind of "luck" to find them. I'll show you exactly how to find such fortune-making bargains right away, in the pages of my book. Just apply a little imagination to fit them into your own situation — and you're on your way to a fortune like these.

### Shortcuts That Zoom Your Income!

You can, by using the methods in this book, make yourself a millionaire. Others have done exactly that. I've watched them. People like —

- Cliff R. Using the secret just mentioned above, Cliff purchased and sold some 25 properties in a six-month period. His profit on these deals was \$68,000!
- Sam T. used another one of the sources revealed in this book to get \$400. He invested this money in valuable postage stamps, and sold them to fellow stamp club members. Within 3 years, he was worth \$500,000!

• You'll see how Larry M. got the money he needed to buy \$14,000 worth of paintings. In 2 years, he had offered almost FIVE TIMES as much for them. But, he waited no longer, and sold them for more than SIX TIMES the purchase price: \$100,000. This is a neat income — particularly when you remember that Larry didn't invest a dime of his own!

- Ben D., considered such a poor credit risk that six banks had refused him time after time, used a method revealed in this book to get a \$50,000 five-year loan in less than 30 minutes! He used this money to buy a restaurant. Today, he has five booming restaurants, and more money than he can spend!
- Joel L. started with a gas station which he took over, using one of the many easy loans I tell you about. Once Joel had the gas station, he began to look around for other easy-money business. Soon he had a real estate office, a pet shop, a hardware store, a second gas station, and a laundry. His net income from these businesses was \$75,000 the first year!

• Herb F. was a mailman for the Post Office, in a little town in the midwest. Using the method I tell you about — for obtaining large sums of money for as little as \$8 a month — he obtained \$40,000 without putting up a cent! He used this money to buy a \$600,000 motel. Today he's on easy street. Yet it took him only a few weeks to hit it big!

- Clint T. couldn't stand the 9-to-5 routine of his job. He decided he had to have a pile of money as quickly as possible. Using one of the sources revealed in this book, he borrowed \$2,000 and invested it in a meat business. In less than 2 months, he made a profit of \$12,300 — OR OVER \$200 PER DAY FOR DOING NOTHING, while he had other people's money invested!

Everywhere I go in this world I meet successful, wealthy people. Were you to travel with me you'd meet these rich people in the best hotels, the finest restaurants, exclusive clubs, and the biggest resorts. What's more, you'd learn a great secret from these wealth builders.

- Nearly every person who built great wealth for himself in recent

by Tyler G. Hicks

## How to Borrow Your Way to a Great Fortune

Anyone can build a fortune fast — starting with no money of his own — if he uses the magic of other people's money. Here's the book that shows you how to beat the world's greatest money-makers . . . How to tap 10,000 ready sources of cash . . . How to seek a personal loan as a quick way to riches . . . How to get instant profits . . . How to use the magic techniques of loan pyramiding . . . and much more!

years did so with little or no cash and wound up with a lot of money!

If you met these people, as I have, you'd soon be convinced that the best way to build a fortune today is by using *HOW TO BORROW* — other people's money. And you would be right. It is the most powerful, the greatest key to fast riches, starting with little or no cash, known in the world today!

### Use A Loan As Your Springboard To Riches

Thousands of people have asked me — How, and where, can I borrow this money? I can expand, or improve, or diversify . . .

My new book, *HOW TO BORROW YOUR WAY TO A GREAT FORTUNE*, tells you! It probably gives more information on loans than any other book ever published — small loans, big loans!

There are hundreds of profitable deals you can set up, using this ready cash! You'll learn about these in my book. I'll show you how to get into a business that's

- Simple to run!
- Gives an immediate income!
- Can grow quickly!

. . . and give you an automatic income for the rest of your life, perhaps! An income that goes on whether you work or not!

### — MAIL NO-RISK COUPON TODAY —

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Enclosed is my payment.  Please charge my credit card:

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From Edward F. Mrkvicka, Jr.:

# "THIS WAY, YOU HAVE YOUR \$100,000 HOME PAID FOR, plus savings of \$220,355.16!"

*See Page 29.*

**Professional secrets to use with your bank that you may never have dreamed possible...**

How to save nearly \$950 on the loan insurance for a \$7,000 car. Save about \$1,900 on a \$14,000 car. Page 11.

The five simple words that let you pay far less money on any loan. Page 12.

How to improve your present mortgage—and save thousands doing it. Page 65.

A sneaky little mortgage trick that puts the repayments in your pocket, and not in the bank's. Page 31.

Bank charges you can simply say "No" to, if you read Page 22. (They mean up to \$1,000 MORE in your pocket per loan.)

"For half the price, you are covered for the full amount of the loan." Page 23.

How to save eye-popping amounts of money on your credit card debt. Page 92.

How to get group discounts on your loans. Page 102. "Virtually an untapped market."

How to legally enhance your personal financial statement... thus convincing the loan officer that you're doing THEM a favor when you ask for the loan. Page 4.

**— From Money Magazine  
Provides insider tips to help secure the most favorable terms."**

How to see your file at your local credit bureau—before your banker does. Page 6.

Errors in your credit history could ruin your rating, and cost you your loan. Here's how to correct these—immediately. Page 7.

Why you should **never** finance a purchase of a TV set, a car, or any product through the company that sells it to you. And what to do instead. Page 8.

"Once you know how to reverse a loan rejection, you will always be able to borrow for any worthwhile reason." Page 87.

**PREPARE FOR A SHOCK!** Unless you read page 29, you can make a monthly payment of \$1,270 on your mortgage and still reduce the amount you owe by only \$17.

How to outfox the bank during the last 9 years of your mortgage, and end up with a savings account that you own of \$220,000. PROVEN TIME AFTER TIME! Page 32.

**— From The Memphis Business Journal  
Provides saving, and earning, strategies that can earn thousands of dollars."**

"Make this mistake, and you will actually owe more at the end of five years than when you took out the loan—after 60 months of payments of \$1,028.62 per month!" Page 42.

**— From San Diego Daily Transcript  
"Tells you what the banks don't want you to know. His insider advice is invaluable."**

How breaks on your taxes let you turn your parents' home into the best investment you may ever make. All while they're living in it. Page 46.

How to get the bank to place you in its lowest loan rate category. Which means that you can get the same rate as General Motors. "You'll find this is quite easy." Page 75.

How to avoid the need for excessive collateral when the bank gives you a loan. Page 5.

How placing a tiny ad in your local newspaper (see page 101) may save you thousands of dollars on a new mortgage.

**— From The Library Journal  
"Shows how you can have a home 'free.' Discusses how consumers can fight back."**

"If you make this mistake, and you make a withdrawal on the seventy-fifth day, you lose 75 days' worth of interest." Page 106.

An easy, logical way to protect your safe deposit assets from a tax lien or warrant. Or keep them hidden for your family in case you die. Page 126.

How you can—almost without fail—solve any problem at your bank. Page 147.

What to do if you're denied credit because you're too old, too young, or black, or a woman, or whatever. Page 142.

**How to prepare a financial statement that will ALWAYS ALLOW for prudent credit to be approved. Page 76.**

"...you can beat the odds. You can be continually successful with your loan needs." Page 84.

"The revised form presents a completely different, more positive financial picture than the first. Yet, you did NOT lie to the bank. There is NO way it can be proven wrong." Page 80.

"Increase this value by \$20,000. This is your opinion of its value. There is no law that says you have to (see page 80)!"

## MEET EDWARD F. MRKVICKA, JR.

He is a registered investment adviser with the Securities and Exchange Commission, a member of the advisory council of the American Monetary Foundation. He has been published in the Chicago Tribune, Financial News Analysis, Venture Capital News and many more... as well as featured in the New York Daily news, the Boston Globe, USA Today, Consumer's Digest, Sylvia Porter's Active Retirement Newsletter, Family Circle, and over 400 radio and television stations.

He has been named to Who's Who of Emerging Leaders of America and awarded the American Biographical Leadership Award for "Extraordinary Achievement in Banking and Finance."

"Most banks reserve prompt loan approval, loan rate concessions, and the waiving of service charges for their more affluent customers. You will now be included in this category."

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- Pays your occasional overdraft, instead of returning it.
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- Allows you, as a creditworthy customer, to borrow unsecured.
- Waives loan application fees of all kinds.
- Offers free or low-cost money orders, cashier's checks, traveler's checks, and certified checks. (All yours starting on page 173.)

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They have been used by some of America's top investors to turn \$1,000 into \$10,000 in a single year. To turn \$10,000 into \$200,000 in as little as thirty months.

**Y**et the odds are that you're not familiar with a single one of them today. Take this six-second test right now and see how your money-making skill compares with some of America's top investors:

1) There are at least four ways to buy a going business without cash, and without borrowing one cent from a bank. Can you name them?

2) At what point do smart-money men start selling stocks that are still going up?

3) What opportunities arise where you can make a life-long annuity, without investing a cent, simply by knowing a few simple facts? Do you know how to detect and exploit them?

4) Where in your daily newspaper—and in financial papers—is the best source of 100% profit opportunities?

5) Can you name the five biggest sources of income you should get from your business negotiations—where other people pay you to let them make money for you?

6) Three tiny mistakes in negotiation mask you as an "amateur" to smart-money men. How do you avoid them?

7) And most important of all, there are at least four simple generalities that you can make in specialized negotiations that almost certainly guarantee you a profit. Do you know what they are, and exactly when you should make them?

**Welcome to the World  
of the Insider**

Let us be perfectly frank. The stories in this book are secrets you have just read—plus those you will learn about on this page—have this one unique feature:

*They let other people help you earn your fortune. They actually multiply the power of the money you have available, or much as one hundred to one hundred and fifty times.*

In all probability, they are an entirely different way of thinking about money than you are aware of today. They are the "inside" techniques that you may have heard about, but about for years. They have already been used time and again again—Wall Street and real estate, in domestic and other business all over America—to build million-dollar fortunes.

There are no special skills that go with this art. Here they are—just as you can be taught them next weekend without risking a cent. And one of the most unusual and eye-opening books ever written.

**1) How to Detect Opportunities**

The Money that America

Here is a fool-proof rule that virtually equip you with "Money-Making Radar".

Show you how to detect financial opportunities so subtle that the ordinary man never even recognizes them. Where you may make thousands—possibly almost half of your own money, simply by going through an ingenious legal procedure.

Here's how to buy securities of objects or firms for a fraction of their true value, and then quickly dispose of them for a substantial gain. Here's how to buy accounts receivable for as little as 10¢ on the dollar, and then resell them for as much as 70¢ on the dollar.

Here is a detailed guide to the fabulous new boom areas in real estate, and how to share the profits that still arise every day. How to detect them easily enough to be substantially more profitable than you can value and sell at capital gains—or even income-tax exempt.

Here is a complete section on short-term money market speculations, on following corporate-promoters into the big money.

Plus an inside look at little-known special situations with enormous gains possible.

Plus the inside appraisal of insurance stocks by a man who has already founded four insurance companies.

**2) How to Borrow Money to Finance Your Ideas**

How to own the "lion's share" of your business, even though up to 95% of the risk capital is advanced by others.

How to sell non-control por-

tions to large investors, so that you put up almost nothing more

than the basic idea and your own management.

This book shows how to create a plan to take money borrowed at 3½ to 4½%, and bring in up to five to ten times as much in.

Learn how somebody else's "must-sell" business into a capital-gain for yourself. How to turn business into royalty checks, even if you don't invest in them yourself. How to make your business idea pay you a guaranteed profit—a weekly salary, or a personal percentage of the gross—starting up to six months before they are even brought out on the market.

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John Alan Appelton was first elected to Congress in 1938. He is in America at the age of twenty-eight, and has been listed every year since.

His corporate connections at the present moment include the President of the Great Casualty Life-Insurance Co., the U.S. Research Laboratories, Inc.; University of Michigan; the Family Agency Company, with financial interests in two dozen companies.

Mr. Appelton is the author of a number of well-known volumes on insurance, economics, and finance, published recently. In addition, he has written articles appearing in many leading publications, and has been a regular contributor to the Encyclopedia Britannica and World Book Encyclopedia.

Also, his latest book for the average investor, *How To Increase Your Money-Making Power*, is yours to receive with cost rising a penny.

**3) How to Pyramid Your  
Capital Overnight**

Here are secrets of professional timing—where and when to switch from one investment to another. Ten ways to outfit every man to beat the competition. Five businesses that thrive because there's a recession.

How to hedge your investments. Seven warning signals that insiders look for when you enter a new negotiation. How to trade in so-called "bargain buys" and how to avoid them. The five fatal mistakes that determine too often that you expand too quickly. Favorite tricks promoters use to squeeze an extra dollar out of your pocket.

Even how so-called "standard" contracts can ruin you. All deadly pitfalls is well concealed, and you never even notice them.

Plus twenty-five commonly overlooked ways to build your tax-free wealth—legal complications. The four golden rules of taking more net profit out of your assets. How to sell properties for thousands of dollars more than your uninformed neighbor might get.

Plus a pension plan that you can easily put in. The right way to build an expense account. How you can build children's savings money from the day they're born. How to switch both profit and salary into tax-exempt retirement funds. Eight ways to conceivably relieve you of financial worry for good.

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The possession of these three simple talents—and their application to your money situation of your life—may be the difference being first in line for life's treasures, or being satisfied with the rest.

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# IS IT IMMORAL TO MAKE MONEY THIS EASILY?

For the man who wants to make his fortune over night!  
Starting information that opens a great  
new inside-road to wealth!

Yes, here is explosive new information that could easily turn the financial world upside down! A startling new approach to money-making that can bring any man or woman with a little nerve...undreamed-of wealth!

But first a word of warning! It's not for everyone. Not for those who want only \$10,000 or \$20,000. It's for those who want millions.

This plan is for the tremendously-ambitious only! Who will settle for nothing less than a fortune? Who want to economists to say "You can't make half as much as us!"

These incredibly-powerful new techniques have been used by a full dozen of the most remarkable business minds in America...the Americans who are earning from \$500,000 to \$5,000,000+ a year!

The results of this study will literally astound you! Here it will be revealed:

These great fortune-builders COMPLETELY TRANSFORMED their financial ambitions! They use their own methods for all kinds of business...not just one thing! In the past few years they have learned the WHOLE ART OF MONEY-MAKING RULES.

That's why they're incredible! That's why we put it to the test at once! Their new techniques were applied to our own investment portfolio to a dozen different investment situations...and we found that they could take small amounts of capital (as little as \$500) and multiply them over night!

The effect was staggering! Money-making seemed to appear from everywhere...from the most unlikely places that had been in a rut for years and years! People who tried that kind of value! Men who had been making money...but never seem to touch it again!

There was only one conclusion: The man who wants to make his fortune over night MUST USE THESE NEW MONEY-MAKING METHODS and use the techniques of those who have already done it!

The full story is now available in "How to Increase Your Money-Making Power." Author: Alex Apelmann...himself one of the country's top financial strategists! He has used all the techniques explained in full! In the techniques these "one-man-capital" men use in all types of capital-building!

Here they are:

## 1. OPPORTUNITY RADAR!

These big-money-making techniques create opportunities in your Stock trade! They are money-making techniques that ordinary people are fighting to get to know...but which can open up tremendous hidden values for you...make a simple change in your thinking...and start a fortune—all or capital gains!

2. STOP USING YOUR OWN MONEY!

Know-how—not capital—in the key to real profit-making! These smart-money men never let an opportunity pass...because they know that causes they don't have enough of their own cash available at that moment to scoop it up!

This guide gives you the techniques they use to add up \$80 of capital to your pocket...of your own! How to create credit before you need it...and how to borrow you borrow at 3% to 4%...and bring it up to 35% to 50% on it in a matter of months!

These techniques give you control of vast profit-making opportunities...that other people take most of the risk! It's a situation where borrowed money...which you personally profit equal to or even more than 50% of your own total investment!

## 3. TIMING GREATNESS!

Stock-market timing can be learned...but it's not complicated...time after time with almost mathematical precision...if you know the secret! That's what men use to spot the fast-busters, BATT!

Several lifetimes of buy-and-sell experience are packed into just one book...and it's filled with revolutionary new wisdom! If you're interested in special situations in stocks...or bonds...or mutual funds...through companies too young to have a history...or too old to have a price...then these twelve pages will tell you right off your chart!

## 4. THE POWER OF SAYING NO!

Now come the rules to avoid being taken advantage of...by the hundreds of mouth-watering pitchmen who are convinced that the amateur investor never even notices them?

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Arthur Milton

# Pick Yourself a Fortune from the Money Trees

- PICK YOUR Children's College Education at No Cost.**
- PICK \$5,333 from the Car Money Tree.**
- PICK Complete Cost of Your Annual Vacations, or a Trip to Europe.**
- PICK Over \$256 a year from Insurance Money Tree—Get \$42,400 More Protection.**
- PICK Thousands from Mortgage Money Tree . . . Hundreds from Appliances and Home Improvements Money Tree.**
- READ How \$10,000 Grew to \$250,000; and Even to \$400,000 . . . READ Sound Guidance That May Well Double Your Income without Work and Sweat . . . Solid Guidance for Building Your Family's Fortune.**

Money Trees are all around us—in supermarkets, appliance and department stores, insurance and real estate offices, car dealers, college, everywhere. Learn to recognize these Money Trees, and you may easily pick yourself a fortune. For specific examples, you or almost any family may: . . .

- Pick over \$266 every year from the Car Money Tree. (Pages 94, 95)
- Pick hundreds of dollars every year from the Insurance Money Tree. (Page 41)
- Pick \$1,000 a year, or more, from the College Education Money Tree for each child going to college. (Page 164)
- Pick \$50 from the Appliance Money Tree. (Page 72)
- Pick up to \$100 from the New Car Financing Money Tree. (Page 98)
- Pick \$50 or more every month from the Food and Clothes Money Tree. (Read "Squandermania" on Page 29)
- Pick Thousands of Dollars from the Mortgage Money Tree. (Page 87)
- Pick a Fortune by wisely investing all the above savings according to THREE SIMPLE RULES. (Page 123)

Everything you buy—food, clothes, car, boat, summer cabin, vacation, stocks, real estate—all are Money Trees . . . a chance to waste money—or an opportunity to save and to invest all your savings to yield more income, and sometimes spectacular growth.

## Why Be a HAVE-NOT, When It's So Easy to Join the HAVES

The United States is the most affluent society on earth. So much so that millions of American families are right now throwing away opportunities to make fortunes just because they never bothered to learn the simple rules about money matters and credit, about smart buying, smart saving, smart investing. For instance, millions of families buy homes on time, with credit, accounting for 50% to 80% of the total cost. That means, for home priced at \$20,000, over the years they pay \$10,000 to \$16,000 over and above that price in credit charges.

Countless more millions pay as much as \$600 EXTRA for a \$3,000 car for credit—and much more if they buy from sharpies.

## Enjoy a Second Income Greater than Your Pay

NATIONAL COUNSELING SERVICE has long recognized the urgent need for straight-forward guidance on money matters. Even though 20 million Americans now own

year income families live in perpetual debt slavery . . . while, in contrast, thousands of \$7,500 income families live free of financial cares, enjoying luxuries, constantly building ever increasing second incomes and greater security.

Getting substantial pay raises is wonderful, but he shows you "that it is much easier to add to your income or capital by spending wisely." Consider, for instance, insurance:

### Save Over \$256 a Year on Insurance — Give Your Family \$42,400 More Protection

Right now hundreds of young family men of 32 are paying \$331 a year for a \$10,000 twenty-year endowment policy. But thousands of others, receiving sounder guidance, are paying *HALF AS MUCH* for \$5,000 straight life and \$47,500 in decreasing term insurance protection. Thus the shrewd buyer creates an immediate estate of \$32,400 which would give his wife a 20-year income of \$250 a month and \$5,000 in cash. **MORE THAN FIVE TIMES AS MUCH PROTECTION FOR HIS FAMILY WHEN THEY NEED IT MOST — AT A CASH SAVING OF \$256 EVERY YEAR.** (Read Page 42) This is but one of countless ways in which author Milton gives you simple facts on how to make your dollars do triple work for you.

### Avoid these Costly Mistakes

Read on Page 92 why in most cases a G.I. loan for home buyers is really not a good deal—and how to save thousands of dollars in mortgage charges.

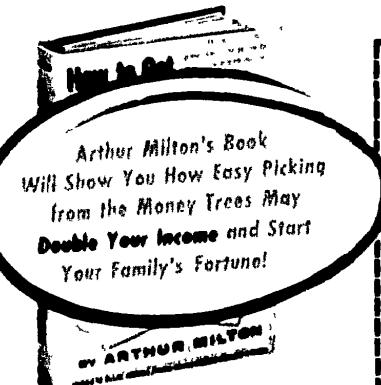
On Page 78 read how buying a home instead of making a stock investment cost one young couple to lose a profit of \$140,000—and read of all the advantages and disadvantages of home owning versus renting.

On Page 79 read when you save money by

## Enjoy All This WITHOUT Earning a Penny More!

Ellis Arnall, Former Attorney General and Governor of Georgia, Writes:

"Arthur Milton furnishes the vital information making it possible for everyone to learn how to buy more of the things he or she really wants—how to get out of debt and stay out—how to provide for college expenses—a new wardrobe, trip to Europe—how to own one's home, a new car, and even to start a business—**ALL WITHOUT EARNING A PENNY MORE!** . . . I heartily recommend his book to all Americans who wish to achieve economic freedom." —Ellis Arnall



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Please rush \_\_\_\_\_ copies of **HOW TO GET A DOLLAR'S VALUE** in which Arthur Milton shows how to pick a fortune from the money tree—only \$4.95 each plus 35¢ postage and handling. If this book doesn't do everything you want, I will return it for my money back.

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renting a car instead of owning one.

On Page 164 read why you stand to **LOSE THOUSANDS** of dollars buying endowment insurance or saving specifically for College tuition—and how to get a college education for your children at no cost—or finance it at very lowest cost.

On Pages 58 and 59 give yourself the test to see if your family is carrying too much installment payment debt—and see how easy it is to avoid living in debt slavery.

### Sound Stock-Investing Advice That Has Made Thousands Rich

On Page 119 author Milton tells you about life insurance stocks in which a \$10,000 investment grew to as much as \$400,000. On Page 126 he points out why fortunes were lost in bowling center stocks. On Page 125, how \$10,000 in I.B.M. had grown to around \$250,000 in ten years. He points out the pitfalls and profits of stock buying. And, on Page 123, lays down three simple rules that are the soundest guidance ever given on how to buy stocks for good income and growth of principal, the solid basis of a family fortune.

### How Family Fortunes Are Made

Multiply such typical savings as we have outlined on this page—invest them according to author Milton's guidelines—and watch your family's fortune grow. Yes, your work-pay supports your family; but it's your second income that helps to put your family on Easy Street.

### Mail Coupon NOW to Get Book's Help — Soon as Possible

This priceless book is no Aladdin's Lamp, No Fairy's Magic Wand. This is a practical, Dollars and Sense book that tells you how to pick golden dollars from the Money Trees—how to save on big and little transactions every day . . . how to build that second "unearned" income even greater than all the pay for which you toil. Mail Coupon for your copy before edition is exhausted.

### OUR GUARANTEE

You must see how Arthur Milton's book will bring you more in total savings and profits than \$20.00 for each of its 278 pages, or you may simply return it for full refund and **YOUR PROFITABLE ENJOYMENT OF IT COSTS YOU NOTHING!**

# SEND NO MONEY NOW! READ IT 10 DAYS FREE!

At last! A well-known, widely experienced practicing attorney shows you

# HOW TO AVOID LAWYERS

A breakthrough in FRANK SELF-HELP ADVICE that the public has long deserved from the legal profession—so that you can stop “running scared” in legal matters—so that you protect your rights, avoid traps, stop being cheated, handle legal papers with surety and safety—take the INSIDE TRACK in handling the LEGAL BACKBONE OF YOUR LIFE—often at a TREMENDOUS SAVING in time, worry and lawyers’ fees!

Yes, at last! A successful attorney, in down-to-earth, nontechnical language, shows you how you often can **AVOID LAWYERS...never be “had” by other peoples’ lawyers...keep yourself in a towering POSITION OF STRENGTH** in almost any “legal” situation.

The author, a lawyer formerly a Captain, Assistant State Attorney General and a Legal Officer in the Air Force...has done a long-needed job; he has **clearly condensed the BASIC methods and techniques that account for a large percentage of most legal advice**. So you get this TESTED advice, made EASY to understand and EASY to use almost as safely and easily as though you had gone to your own lawyer and had written a check for his fee.

## See For Yourself At NO RISK!

### What To Do—Say—Sign Or Not Sign—

When you are offered a business proposition—when you climb out of a wrecked car—when you need a mortgage—when you owe money—and dozens more. **HOW TO PROCEED, WHAT TO OFFER, WHAT TO TAKE, HOW TO COME OUT ON TOP** in scores of business, domestic and personal situations—along with **SPECIAL CHECKLISTS TO GET YOU OUT OF TROUBLE** and **AN INSIDE TRACK ON THE COLLECTION OF READY-TO-USE FORMS OF MANY KINDS!**

But let me give you an idea of the vast breadth and depth of this straightforward “backbone” legal advice—and especially how it is keyed to **THE TEN LIFE-SITUATIONS THAT CAUSE THE GREAT MAJORITY OF “LEGAL WORK.”**

### Chapter One:

## SO YOU WERE HURT IN AN ACCIDENT

How to handle the claims adjuster—how to make sure your own doctor does the right thing—get double pay for lost time, legally—and how to settle a claim—what to do if there is no insurance...and a great deal more that you NEED to know.

### Chapter Two:

## SO YOU'RE GOING TO BUY A HOUSE

When can you get by on an informal contract, and when is it dangerous? Is a collector entitled to sue you for what percentage of a deposit? What to look for in the mortgage. Is “Put it in your wife’s name” good advice? Title insurance, deeds, how to handle the closing...and a great deal more that you NEED to know.

### Chapter Three:

## SO YOU'RE GOING TO SELL YOUR HOUSE

Should you pay an agent a “reasonable” fee? What fee? The discount trap. Second-mortgage do’s and don’ts. How to avoid paying “points” on money the buyer borrows. Tax savings you can make when you take a deposit. Great aid at little or no cost from your bank...and a great deal more that you NEED to know.

### Chapter Four:

## SO YOU THINK YOU WANT A DIVORCE

Quick checklist of legal grounds. Lump-sum alimony: good or bad? What to do if your spouse won’t “sign.” Can both parties be “guilty”?

## ALL THE FORMS YOU NEED ARE HERE

and many “inside track” checklists to help you understand the traps, pitfalls and MAGNIFICENT OPPORTUNITIES that wait for you every time you “sign on the dotted line.”

- Traffic accident report
- Suggested average guides for settlement of an accident claim
- Form demand letter to insurance adjuster
- Authority to represent
- Checklist for real estate agreement
- Special refinancing agreement
- Special “restrictions” on property
- Types of ownership interests
- Contract of sale
- Contract of sale when refinancing
- Contract of sale when new owner takes back a mortgage
- Receipt for deposit, offer to purchase and contract of sale
- Typical life insurance rates
- Settlement affidavit
- General warranty deed
- Change of ownership notice
- Bill of sale
- Checklist for house closing
- Sample loan amortization

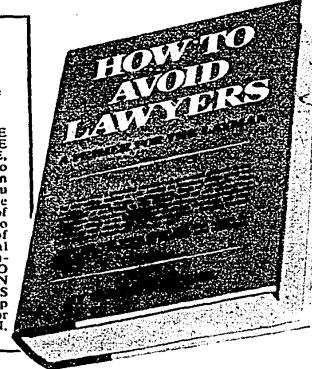
- Promissory note for use with mortgage
- Mortgage
- Satisfaction of mortgage in all states
- Statutory grounds for divorce
- Minimum residence requirements and waiting periods before remarriage
- Form of separation agreement
- Last will and testament—married man with minor children
- Last will and testament—married man with no children
- Last will and testament—married man with grown children
- Codicil to will
- Articles of incorporation
- Corporation by-laws
- Minutes of initial meeting of incorporators and subscribers
- Corporation promissory note
- Minutes of initial meeting of directors
- Minutes of directors’ annual meeting

- Waiver of notice of directors’ meetings
- Minutes of stockholders’ annual meeting
- Waiver of notice of stockholders’ meeting
- Resolution of directors authorizing deposit and withdrawal of funds
- Form of collection authorizing loan
- Form of letter to the sheriff
- Purchase agreement
- Stock retirement buy-and-sell agreement
- Cross-purchase buy-and-sell agreement
- Letter to creditor, suggesting bankruptcy
- States recognizing estates by relatives and community property
- Form letter to creditors proposing reduced payments
- Form letter to creditors proposing moratorium
- Threatening letter to creditor
- Form of complaint charges in condemnation proceedings
- Appraiser’s checklist
- “Correct or remedy” clause for contractor’s contract
- Proprietary improvement contract standard form
- Property improvement contract for owner’s use
- Notice of commencement
- Standard form of agreement between owner and contractor
- Lien Waiver
- Contractor’s affidavit of completion
- Form letter to contractor outlining complaints
- Second letter to contractor
- Checklist for lawyer’s fees and expenses
- Checklist for dealing with lawyers
- Recommended minimum fees for selected legal services

### IMPORTANT NOTE:

No need to buckle down and study

You DON’T HAVE TO READ THIS BOOK IN ONE PAGE, in many cases, to know why you’re in trouble—why you may get into trouble—and how to get out of trouble—how to WIN in scores of business, personal and family situations. **NO NEED TO SETTLE DOWN AND STUDY THIS BOOK.** It is set up from first to last for INSTANT ACTION.



“have work done.” Watch out for the “advertising special” trick. Favorite ways to get cheated...and a great deal more that you NEED to know.

### Plus—One More Crucial Chapter

A complete chapter on how to know when you really need a lawyer and get the most out of his services.

So on that special occasion when **you do need a lawyer**, you don’t have to deal with him as a bewildered amateur...you’ll be a man who KNOWS THE ROLES. For example, What your lawyer can do for you. HOW to get it done. It shows you how to get a low fee from an attorney...SIMPLE PROCEDURES that make fee savings on top of fee savings...while you save your lawyer vast amounts of time and trouble, and help win VICTORIES.

It took inside information to write **HOW TO AVOID LAWYERS**—the kind of legalese confusion of an attorney which even a layman can handle his own case with excellent results; it took the legal know-how of a man who is willing to tell you how to get expert help (often FREE) from realtors, insurance agents and others—how to know instantly when another person is taking an unfair advantage...how to “shop” for a better loan or mortgage or home-improvement contractor. **IMPORTANT**—to provide the facts and yet give yourself many dollars-and-cents LEGAL ADVANTAGES that can make an enormous difference in your life.

Would you pay a thousand dollars to have this trouble-shooting Guide on your desk, at your fingertips? Would you pay two thousand dollars for an easy-to-use advice, specially arranged for instant action?

### You Are Invited To Read And Use HOW TO AVOID LAWYERS

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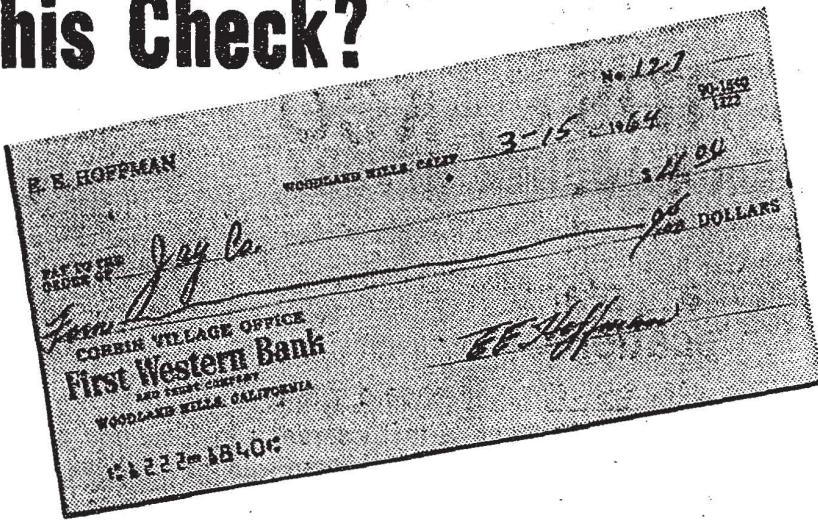
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# Can You Spot The 6 FATAL ERRORS In This Check?



The chances are ten to one that you make at least one of these errors every time you write a business or personal check! Yet any one of them can cost you thousands of dollars in forged and stolen money—if you do not take this one simple step to correct them today!

Do you know that check forging, check stealing and check kiting are today a billion-dollar racket? That every week thousands of individuals and business firms are fleeced out of months of hard-won earnings—simply because some “check-artist” takes advantage of one or two “natural mistakes” they make when they write their checks?

Do you know that when you write a check the wrong way, you lose control of every cent you have in your bank balance until you receive that check back in your hands at least thirty days later?

Do you know that the check-artist doesn't even have to get his hands on your check to rob you of every cent you have in the bank! That every time you sign an ordinary letter—every time you sign a delivery receipt—you place yourself at the mercy of the professional forger—unless you learn these few simple tricks to protect yourself forever!

## AT LAST! A SHORT SURVIVAL COURSE IN CHECK WRITING— FOR PEOPLE WHO REFUSE TO BE ROBBED!

There are at least fifty ways in which a check forger can rob you of your money! And every one of them is exposed in perhaps the most startling and fascinating book you have ever read—*Billion Dollar Check Racket* by E. E. Hoffman.

Here is just a sample of the amazing information it gives you—yours to read from cover to cover without risking a penny!

How a simple trick with your initials can prevent the loss of thousands of dollars in forged checks every year.

The five cent robbery that most businesses never even recognize and that ends up draining out as much as \$5,000 a year!

The five-minute-a-month error most check writers make, that completely frees their bank from any responsibility it may have for cashing forged checks on their account.

What to do if someone does forge one of your checks—the step-by-step procedure to get the bank to pay for the loss?

How the back of your check book can cost you a fortune!

The revealing story of a professional man who lost thousands of dollars because he made one tiny mistake on his deposit slips!

The one simple secret of preventing disgruntled employees from using their pay check as drains on your bank account.

How the wrong kind of check protector can give the forger hundreds of free dollars of your money! How many kinds of “safety paper” can be altered by the clever forger—and what to do to prevent it!

How to make your own footprint “check protector”—for exactly ½¢ per check!

And this is just the beginning! Wait till you read this—

## HOW TO MAKE YOUR CHECKS FOOLPROOF—AND CUT YOUR BOOKKEEPING TIME IN HALF!

The one simple secret of having a business or personal check imprinted—the right way—that cut a forger's chances down by 99%!

How to protect yourself when you endorse a check! The one “natural” mistake to avoid when you pay part-time workers by check! How to send your check through the mail the right way (the wrong way, which 90% of all check writers habitually use today, can cost you every cent you have in the bank!).

Stop-Payment Orders—how they may be used for or against you! Certified Checks—how the forgers use them to rob you of a fortune!

How a dishonest bookkeeper can use a check protector to drain thousands of dollars out of the firm's bank account into his own!

99% of all people make this suicidal mistake on the dollar line of their checks—do you!

How the forger can personally cash a check you've made out to a reliable business firm—and how you can prevent it forever!

How a ball-point pen can cost you a fortune—if you make this one common mistake!

The right and wrong way to make out a check at a public counter (Watch out—the wrong way can cost you a month's salary!).

How a cancelled check can cost you TEN TIMES its face amount — THE SECOND TIME AROUND!

And much, much more! Dozens upon dozens of money-saving secrets! Never revealed in one volume before! Yours to read from cover to cover without risking a penny!

## MUST SAVE YOU HUNDREDS OF TIMES ITS PRICE OR IT COSTS YOU NOTHING

The price of this amazing book is only \$4.98 complete! It is yours to read for ten full days without risking a penny. If, at the end of that time you have not learned at least ten different ways that you can save yourself a small fortune—if you are not amazed and delighted—then simply return the book for every cent of your purchase price back!

You have nothing to lose! Thousands of dollars in saved money to gain! Send in the No-Risk Coupon—TODAY!

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If you wish your order sent C.O.D. CHECK HERE! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money back guarantee, of course!

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# HOW TO BUY MONEY...CHEAP!

After years of research by one of America's top financial experts, here they are! *101 Easy-Money Sources* you probably never dreamed existed before!

Little-known, low-cost Money Reservoirs that you can tap tomorrow to beat the high cost of living . . . borrow your way out of debt . . . even obtain free credit without paying interest!

Yet the odds are that you're not familiar with a single one of them today! Take this sixty-second test right now, and see how your dollar-stretching skills compare with some of America's top money managers:

1) Can you name the one loan source that will give you up to \$3,000 in five minutes—with NO inquiry made as to your financial ability, place of employment, or purpose of loan. And with every detail kept in the strictest confidence—with no loan forms, investigations, co-signers or endorsers.

2) There is a simple three-minute strategy that literally forces stores to not only cut their prices to you, but let you use *their credit* for nothing. Do you know how and when to use it?

3) Are you aware that there are such things as *No-Installment Loans*, where you can borrow big money for an extended period, and only pay a lump sum at the end.

4) Do you know how to convince a bank to pull you out of unbearable debt, for as little as ONE-THIRD the cost a finance company might charge you.

5) Or, if you want to live better, do you know the ingenious idea that may give you a summer home—today—without even a down payment, or one penny out of your pocket.

6) And most important of all, do you know how to make even the toughest creditor "stop the clock" for you—stay the interest and simply let you pay off the principal!

## SOME OF AMERICA'S TOP MONEY MANAGERS, READY TO SOLVE YOUR CREDIT PROBLEMS WITHOUT COST!

Let us make this perfectly clear: the six "dollar-stretching, credit-multiplying secrets" you have just read—plus those you will learn about on this page—all have this one unique feature in common:

*They are PROFESSIONAL Money-Obtaining Strategies*—of the kind used by huge corporations and America's top-paid financial consultants! And, to our knowledge, almost completely unknown to the average man or woman!

They are entirely different ways of borrowing money . . . beating the high cost of living . . . breaking your way out of crippling debt for good . . . actually letting OTHER PEOPLE TAKE OVER YOUR MONEY BURDENS, at a cost so low you may not at first believe it possible!

## VITAL NOTE!

To gain its wonder-working benefits in every area of your life—immediately, starting within five short minutes after you pick it up—there is absolutely no need to STUDY this revolutionary new book, or read it from cover to cover, or even to expend any more "literary effort" on your part other than to browse through it at your leisure for five or ten thrilling minutes every day!

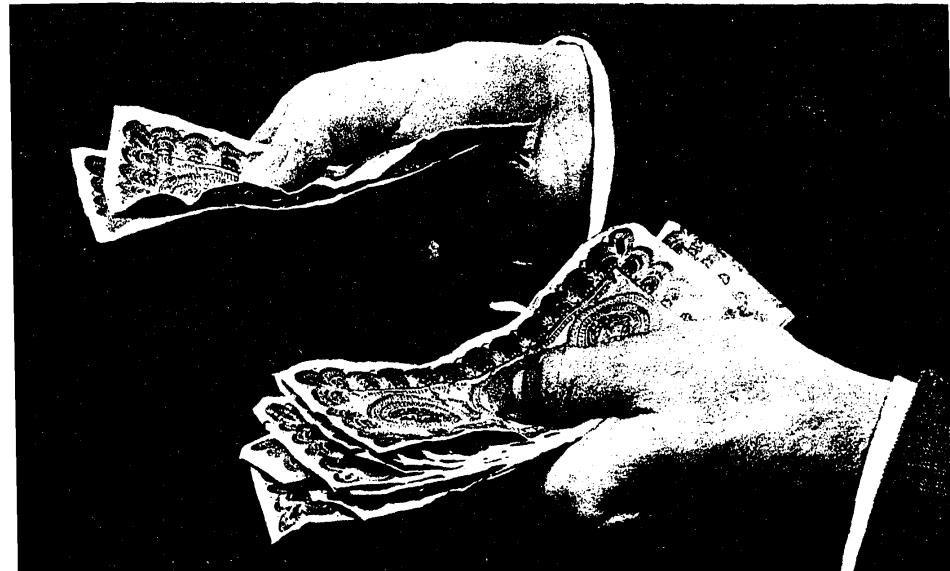
This is NOT a textbook! NOT a study manual! There are no lectures—not a single "blue-sky" theory to ponder over or memorize in this entire book!

Instead, for the first time, here is a revolutionary new method of GETTING YOU THE MONEY YOU NEED—THOUSANDS OF DOLLARS OF IT RIGHT NOW! Of pointing out to you EASY-MONEY SOURCES YOU NEVER DREAMED EXISTED—WHERE YOU CAN BORROW YOUR WAY OUT OF DEBT . . . BEAT THE HIGH COST OF LIVING—and do it all through a few incredibly-simple techniques that you can put to work for you the very first time you pick up this book!

Therefore, we do NOT want you to treat this amazing volume as you would an ordinary book! Instead, all we ask you to do is this: Place it on your bedstand, entirely at our risk, for ten days! Read through just a few pages every night before you retire! Browse around if you like! Notice especially the million-dollar loan organization on page 47, that lends you money FREE . . . the no-co-signer, no-credit-reference money source mentioned on page 103, that can bring you thousands of dollars in minutes . . . the simple strategy on page 123, that can have A BANK pull you out of unbearable debt, for as little as ONE-THIRD the cost a financial company might charge you!

See for yourself that every page is crammed full of practical, down-to-earth, easy-to-understand knowledge that you can put to work for you right on the spot! See for yourself that here at last is authoritative financial information that WORKS—and that's yours for just a few short minutes a day—without brain-cracking study, without torturous memorization. ALL YOURS IN ONE OF THE MOST FASCINATING, COMPLETELY-ABSORBING BOOKS IT HAS EVER BEEN YOUR PLEASURE TO GLANCE THROUGH FOR JUST A FEW SHORT MINUTES A DAY!

Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the enclosed No-Risk Coupon—TODAY!



## UP TO \$3,000 IN FIVE MINUTES

—without a single credit reference or co-signer! Only one of the smart-money ways of getting the cash you need—NOW! Read the details on this page!

Here are just a few of these ingenious techniques—as they are revealed to you in an eye-opening new book that not only places at your disposal the brains and experience of the country's leading financial writers and tax editors—but the top executives of nation-wide banks, life insurance companies, loan societies and credit unions!

Here is what these Professional Money-Managers can do for YOU—Tomorrow:

### A MILLION-DOLLAR LOAN ORGANIZATION

#### THAT LENDS YOU MONEY — FREE!

(Read its name, and the full details of this NO-COST, NO-INTEREST credit on page 47. And it's just the beginning!)

Here, as just another example, is how to get other people to substitute *their credit* for yours—a technique so potent that it can even be used to "rent other people's stock," and start building yourself a permanent capital base, overnight!

Here's why thousands of people are *completely wrong* when they say that they "can't borrow from a bank." Try this simple strategy, and watch the barriers fall! And then go on, and try for preferred rates (yes, they are negotiable—even with top banks—if you know these facts).

What to do if you're really strapped—if sickness or bad luck has sharply reduced your income, and you just can't keep up your present payments. Here's how to negotiate the time you need to pull yourself back—pay "interest only" for months on end . . . skip payment on your mortgage . . . without foreclosure or penalty . . . avoid dunning or collection . . . and even keep your credit rating as high as when the money was pouring in!

(This simple strategy is so reasonable and so effective that—even if you're pushed into bankruptcy—it may actually protect your possessions, your insurance policy, the roof over your head and perhaps even your credit rating!)

But these Get-Out-of-Trouble-Fast techniques are only the beginning! Now come the real savings!

### HERE'S THE MONEY YOU NEED TO LIVE THE LIFE YOU'VE ALWAYS DREAMED OF!

Here are a dozen little-known opportunities that can save you as much as several hundred dollars a year each—and yet that take nothing more than a simple phone call or two or three minutes work with your pen!

How to spread heavy household purchases over three months, without one penny's interest payments.

*High Finance Strategies for Home Owners:* How to go to Europe on your mortgage. How up to \$20,000 in hidden cash may be waiting for you in your home today. How to borrow up to \$15,000 on a new home without a down payment. And much more.

If you're not adopting this simple strategy on your income tax, then you may be paying up to 43% TOO MUCH!

A Golden List of little-known College Scholarships that may save you up to \$10,000 per child.

An extra \$300-a-month income for your wife if you die—but not from an insurance policy.

How to travel a few miles, and save up to \$100 when you buy a new car.

Others have used this gambit to get a full house plus a 20-by-50-foot yard in the middle of the city for only \$200 a month. Why not try it yourself?

And much, much more! Far more than we can describe on this page! Why not read this amazing new book yourself, from cover to cover, entirely at our risk! Its cost is only \$5.98 complete—far less than a single one of its ideas can save you!

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Why Were Bankers Warned That This "New Book Could Upset the Savings Applecart"

# How to Make Up to 13½% on Your Savings or More— All Fully Insured

The new "high" interest rates are merely *crumbs to the thrifty*. Why? Because even at 6% inflation gobbles up *not only the illusory gain on principle, but the principle itself*...resulting in a loss of purchasing power rather than the "nest egg" banks like to talk about.

*There are many things banks don't like to talk about.* They don't like to talk about the fact that they do, indeed, pay interest rates of 8%, 10%, 13½%, and often more, to a select group of knowledgeable depositors...depositors who have mastered the insider's techniques of compounding their savings.

**NOW, FOR \$8.98  
THE PRICE OF THIS BOOK—  
YOU CAN DISCOVER AND PROFIT  
FROM THESE DYNAMIC  
MONEY-MAKING TECHNIQUES.**

Each chapter of DON'T BANK ON IT is crammed full of startling disclosures... multiply-your-money techniques that work whether you have \$500 on deposit or \$500,000!

- What is the simple secret which enables you to enjoy interest-free loans on credit cards and savings accounts?
- What should you know before you accept "open-an-account" gifts?
- What special type of account brings you over 8% interest without freezing your funds?
- How can you earn interest on money you've already spent?
- What key words should you look

for in bank advertising which mean more interest to you?

- How can you increase your interest rate by getting banks to pay interest on "non-existent" funds?
- How can you earn up to 25% interest when money isn't "tight?"

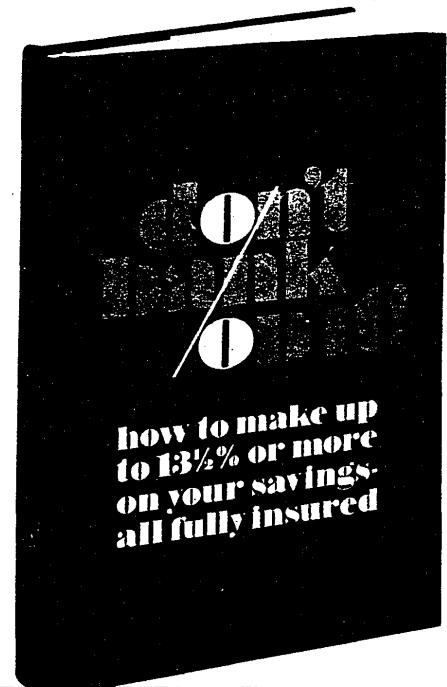
## New Battleground for the Consumer Revolution

In addition to being a highly practical book which will put money in your pocket, DON'T BANK ON IT! is a revealing study of the injustices imposed on the nation's depositors by the banking industry and governmental regulatory agencies and the way in which they have dipped into your savings account.

## ABOUT THE AUTHORS

**Martin J. Meyer** is President of the National Depositors Cooperative Association. He also serves as Vice President and Secretary of Intercept Tele-Communications, Inc., a new international cable and telegraphic intercepting and forwarding organization. Founder of a consulting engineering company and builder of a unique technical publishing organization, Mr. Meyer's involvement in banking and finance began in 1959. Formerly a partner in a dealership specializing in exempt securities, he has acted as a business and financial consultant with his co-author. Mr. Meyer has written numerous magazine articles on banking, thrift, and inflation.

**Dr. Joseph M. McDaniel, Jr.**, recently elected President of the World Health Foundation, was Secretary of the Ford Foundation from 1953 until his retirement in 1967 and Dean of the School of Commerce at Northwestern University. His distinguished career includes government services with the Economic Cooperation Administration. He is a director of many corporations and is a trustee of Johns Hopkins University.



Look at what the official publication of the Bank Marketing and Public Relations Association said in warning members about the "dangers" of the book—"New Book Could Upset the Savings Applecart...Tight money...and the much-touted Age of the Consumer are key ingredients in a flammable mixture about to be ignited by a book which could explode in the face of the commercial banking industry this year...At the risk of sounding like an alarmist, I would like to recommend a best seller along the lines of 'How to Avoid Probate' or 'Upset the Savings Applecart' could result in an unpredictable shift of saving funds among banks." from "Bank Management Marketing," February 1970.

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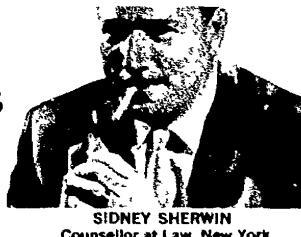
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**Today any family can get into debt and suddenly be at a creditor's mercy. A collection lawyer knows his exact legal rights—and yours. But you don't:**



SIDNEY SHERWIN  
Counsellor at Law, New York

# Why Haven't People In Debt Been Told These Facts?

If you're in debt and want to get out, there are 71 ingenious (but perfectly legal) ways to do it. A top debt authority tells how—and how to reduce loan payments, get more credit (even if you're in bad shape)—freeze indebtedness indefinitely. AND MUCH MORE:

Where you live, how old you are and other money judgment against you does not necessarily mean that he will receive any money from you.

Even the fact that your creditor has received a money judgment against you does not necessarily mean that he will receive any money from you.

Did you know that some debts need not be paid—but that you must know what to do about them and when?

But if you're in debt and don't know exactly what to do you can get into tragic trouble fast:

## THIS COULD HAPPEN TO YOU:

Unknowingly and innocently through no intended fault of your own you find yourself in debt. You simply temporarily cannot pay up. Yet suddenly the whole world seems on your creditor's side against you.

For years a distinguished debt authority, Sidney Sherwin, has been investigating just such situations. He reports that many gas and electric companies often reveal your Bank when given as a reference.

He states that the Motor Vehicle Bureau in many states cooperate with creditors acting against you. He tells how creditors find out the name of your automobile finance company, and then find still other of your assets. He tells how some private detective specializing in repossessing vehicles work closely with a Marshall to seize your car.

Suddenly your salary is garnished, your bank account is seized. How can you work—or even go on?

## INSTANT POWERFUL HELP — IF YOU KNOW ABOUT IT

In a great many cases your situation will instantly and suddenly change for the better when you simply know your rights.

Sidney Sherwin marshalls in your behalf all the key facts about your rights learned in a lifetime of debt law study.

Do you know when a creditor can automatically get a judgment against you? In his brand new book "How To Get Out Of Debt Painlessly" Sidney Sherwin shows how you can easily stop this cold.

Do you know when a seller despite proved dishonest claims can still legally collect? Sidney Sherwin shows how you can possibly collect from the seller three times the product's cost.

Do you know when a Sheriff can arrest you if you're in debt—and forcibly bring you into court. Sidney Sherwin shows you how to prevent this ever.

Sidney Sherwin tells you exactly your legal rights if you are ever in debt.

## HOW TO GET THE GOVERNMENT ON YOUR SIDE:

Do you realize that courts will generally bend over backwards to keep the judgment debtor from the clutches of the grasping creditor? Sidney Sherwin tells you how to take advantage of this.

Sidney Sherwin tells you how the U.S. Government protects average debtors 7 ways from creditors. He tells how the government agencies help protect from creditors, debtors, whose principal income is derived from wages—and tells them how to avoid any necessity to go bankrupt. He describes a simple way to get the U.S. Government to keep creditors from getting your tax refunds. He tells

how the U.S. Government can stop creditors from taking legal action against you, get your employer to cooperate and help you pay them off a little at a time to each.

Sidney Sherwin tells how you can take advantage of the protection the U.S. Government now guarantees purchasers on the installment plan. Also how you may be able to avoid paying one cent of even state. He explains which situations the U.S. Government will soon allow you to sue a creditor for twice the amount of finance charge plus court costs.

He reports the 9 government branches that can answer whether the installment seller told you the truth about the payments. He reveals how your bank or library can help you avoid over-paying interest and when government agencies allow you to cancel a time payment contract.

## PROTECTION YOURS TO ACCEPT!

Sidney Sherwin tells you what a creditor must prove before any court will allow any legal action against you. He specifies what of your property is legally exempt or "untouchable" by a creditor depending on the state in which you live protected for you by definite laws and statutes of.

He tells you when a Marshall or Sheriff must give up and cannot collect a judgment—making you "judgment proof." He tells what many do legally—even after being served by Attorney, Marshal or Sheriff with legal paper after paper—to leave the creditor with an empty judgment.

He tells when it is impossible for any creditor to put any debtor in jail. He states the remedies against a creditor who is malicious, slanderous or threatens you with legal action.

He tells when an agreement for you to pay for something may be unenforceable in your state and when in certain states it can be an actual crime by the seller. He describes when it can be shown that a creditor took advantage of a debtor and be legally stopped from collecting a single penny in any state.

He gives three kinds of situations in which a creditor with a perfectly legal claim can never take legal steps against you. He tells when your promise to pay money to someone else is not sufficient reason for you to be legally responsible to pay that debt.

## A TREASURE HOUSE OF HELP

Here's the protection you are entitled to against default judgment, any law suit or legal proceeding against you, or any foreclosure of chattels and mortgages against you or against eviction . . . if you're in the Armed Forces, Coast Guard or public health service—or even in the family of someone in one of these categories—or even if you endorsed or guaranteed any note of anyone in these categories. Here's how and when creditors are actually punishable who try to take advantage illegally of anyone in these categories.

Here are the kinds of debts that cannot be legally

collected in almost any state. Here's when legally collectable debts can no longer be legally collected in different states.

Sidney Sherwin reports to you the extra protection you legally can get against creditors (if you live in the country). He reports extra protection you get if you're divorced. He tells how to take advantage of these protections.

Here's how to make a settlement for part payment of your debts with full release of the balance and do so out of court, without court costs and fees. Here's actual wording of suggested letters to creditors concerning it.

Here's how to put property beyond the reach of any individual creditor and protect the interest of all. Here are the states in which debtor can prefer one creditor over another or even deprive a creditor that dispossessed him from a share of the assets.

Sidney Sherwin tells when you can sue a creditor for libel or slander or assault—for violations of postal regulations, for extortion, even in some areas for evasion of your rights of privacy. He tells what you can now legally do against creditors who have given credit information about you to various credit bureaus. He tells what a creditor might do which if you act properly might result in his being fired or even imprisoned.

Sidney Sherwin gives you your rights against creditors if you are under 21 how to take advantage of them. He tells when simply moving to another state can make you safe from the clutches of your attacking creditors.

## IT'S ALL HERE

What you can do personally and when to consult an attorney. When to rely on a salesman. What to make him do when he promises anything. What to do if you don't understand any word or words in the contract.

Here's what to do if you become ill or an accident keeps you from paying your debts. Here's exactly what to do when you receive a summons. And what 99% of debtors do to avoid giving away facts a creditor seeks to find out.

You're told the kind of creditor that probably will never sue and what to avoid that could cause him to. And when your wife is completely protected from seizure of your insurance benefits and when not. Or when verbal contracts are enforceable and when not. And many things you should know about bankruptcy and the best states in certain states a corporate debtor can act under with no stigma of an assignment, no court controls or delay causing court orders.

Here's what to do when if a bank or finance company notifies you they are collecting for the seller. Here's the kind of insurance policy and benefits that creditors cannot touch. The kind of U.S. Government payments creditors cannot touch. The kind of investment income creditors cannot get at. The kind of retirement benefits creditors cannot attack. Here's when garnishee of your wages is not permitted—if you know your rights. And the states

that protect you from creditors most. Even how to protect a prospective inheritance from creditors.

## Sidney Sherwin Protects Innocent People—And Is Death on Deadbeats:

Sidney Sherwin is a distinguished lawyer and top authority on debt collection.

Lawyers seek his counsel on behalf of clients who cannot in any other way collect honest obligations. Countless times he has steadily collected from hardened and "hopeless" written off debt evaders and skippers.

For years Sidney Sherwin's private hobby has been protecting innocent people in debt through neither intent nor fault. Nothing arouses Sidney Sherwin's indignation more than the occasional unscrupulous creditor. Such a creditor knows what the debtor does not know about the law. He can bluff or threaten without contradiction. And all too tragically often he can advantage of the weak, the uneducated and the disadvantaged person in debt.

But Sidney Sherwin knows the law on debt, the full rights of debtors as well as creditors perhaps better than any man you'll ever meet. And Sidney Sherwin has taken the fruits of a lifetime of study of your rights as a debtor and made it available to anyone in need of it. *Con-  
sult your lawyer. He advises. But know your rights and don't be taken advantage of by anyone. It's all yours without a penny's risk as stated below.*

## WHAT DOES ALL THIS MEAN?

It means you're going to learn how to protect yourself from unscrupulous creditors.

It means blessed instant relief from worries and headaches that otherwise can drive you wild, keep you from working and wreck your family life.

It means you might easily avoid completely the debtor mistakes you'd otherwise make. It means you're going to relax and feel new life and a new chance.

There's never been anything like it. If you're in debt and want to get out this book was written for you.

## AMAZING OFFER LIMITED SUPPLY

But let Sidney Sherwin show you for yourself in your own home at our risk. Unless the book does all you have been led to expect simply return it for no cost at all. Could anything be fairer?

## MAIL NO-RISK COUPON TODAY

National Counseling Service, Dept. 2539, 4500 N.W. 135th St., Miami, Fla. 33194

Yes, Please rush, at no risk to me, your book "HOW TO GET OUT OF DEBT PAINLESSLY" 77 ingenious, perfectly legal ways to avoid and stay out of debt—immediate relief from creditors—by Sidney Sherwin, nationally known legal expert specializing in Debt. If book does not live up to every claim I may simply return for full immediate refund—and trial will cost me nothing.

\$3.95 payment enclosed, ship postpaid. I save postal charges.

If you wish book sent C.O.D. CHECK HERE. Enclose \$1 good will deposit. Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

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State \_\_\_\_\_

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**Americans work harder than any other people on earth to make adequate financial provision for their families after they are gone—BUT much of their hard-earned money is wasted, siphoned off by a scandalous probate system before it ever reaches their loved ones**



NORMAN F. DACEY

# Why Haven't You and Your Family Been Told These Facts?

- On average, it takes one to five years to close out an estate. During that time your spouse can draw a pitifully-small "widow's allowance" but your children can't draw a cent.
- It costs three to ten times as much proportionately to settle a poor man's estate as that of a millionaire.
- Under the existing probate system, complete strangers may share your estate with your family.

*But, in the next 60 seconds I will tell you of an astonishingly simple way to transfer absolutely everything you now own to your loved ones after your death without delay, without red tape and without the excessive probate costs which your estate may otherwise be called upon to bear.*

If you don't take the steps I suggest, my advice to you is "Don't die," because complications will start the moment you do. Your estate will come under the jurisdiction of a special court. Sometimes called the "orphans," "chancery" or "surrogate" court, its most common name is "probate" court. If you've left no will, it will dictate one for you in accordance with your state's law which won't necessarily read as you would wish. Now your children can start their long one-to-five-year wait to get what is left of their inheritance after the appraiser fees, executor or administrator fees and probate court costs are deducted.

## THE UGLY SIDE OF PROBATE

A United States Senator recently charged that courts handling probate are "shot through with scandal, scandal that has been documented over there."

Fiorello LaGuardia called the probate system "the most expensive undertaking establishment in the world." The New York *Herald-Tribune* editorially denounced those "clubhouse lawyers" who "profit to the extent of one million dollars annually in fees, many taken, at a large percentage, from small guardianships where every dollar is needed." The Bridgeport *Post* called the probate system a "grave train." An article in the Journal of the American Bar Association called the Connecticut probate system "one of the most viciously corrupt."

Probate judges on average are the highest paid judges in America. Many of them work on percentage and may earn more than the governors of their states. The income of one judge was 20% higher than that of the Chief Justice in Washington.

The clerk of a Chicago probate court appointed 691 "special guardians" in a nine-month period. One of his friends got 76 guardianships—an average of two a week. A probate judge has reported that 90% of the appraisers appointed by a probate court perform no service whatever for the fee they receive. Many conscientious members of the bar are worried about the corruption built into our probate system but most lack the courage to speak out.

It is up to *you* to do something to help yourself. Sooner or later some of your own family's money will be involved. Don't wait and let your family and your children face this problem. Learn now how to avoid the probate system.

## THE MAGIC KEY TO AVOID PROBATE

How can you give your loved ones the very maximum estate in the very minimum time after you have gone? By avoiding probate. Yes, virtually everything you now own can be quick-

ly and easily transferred to your heirs after your death—and exactly as you specify, without any red tape, without publicity, without strangers meddling in your affairs and draining off the financial security you worked so hard to build for your family.

You can achieve all this very simply by a method which few laymen know about called an "inter vivos" or "living" trust. Indeed, only a small proportion of lawyers fully understand its use—the American Bar Association has just issued a training film to be shown to local bar associations to educate them on its advantages.

**CLEARED!**

The Book The Lawyers Tried to Ban . . . until the Lawyers' New York State suit was THROWN OUT by New York's highest court . . . The book so extraordinary Norman F. Dacey insists it be printed not on regular book paper but highest quality bond paper . . . Because it contains important legal forms which you can fill in, use and which last over 100 years.

**HOW TO AVOID Probate!**

It's amazingly simple: Let's assume that you own a piece of real estate which you wish to leave to your wife at your death. In a simple "declaration of trust" you say in part: "I declare that I am holding this property in trust for my wife. Upon my death my successor trustee is to turn the property over to the beneficiary and terminate this trust. I hereby appoint as successor trustee the beneficiary hereunder." Upon your death, your wife, acting in her capacity as successor trustee, simply turns the property over to herself as beneficiary. She is then immediately the complete and absolute owner of the property. That's all there is to it—no executor's fees, no appraiser's fees, no probate court cost. No one-to-five-year wait. No piece in the paper telling all your business.

## VITAL IF YOU OWN A SMALL BUSINESS

Passing on a small business, incorporated or unincorporated, to relatives or employees is extremely important. If necessary, your business can be quickly sold by the beneficiary-trustee if that is your and their wish. Otherwise, it could be tied up in probate court for years. A distress sale under probate procedures may produce little or nothing . . . may even create obligations. With an "inter vivos" trust, your successor trustee

can quietly, privately and immediately investigate possible buyers . . . then take his time to make the deal that will give your family the very maximum, with no undesirable publicity to harm the sale.

## WHY THIS BOOK BECAME AMERICA'S NO. 1 BEST SELLER

I wrote this book to tell a few friends and clients how to avoid probate. They told *their* friends . . . and it zoomed to the top of the best-seller list because Americans everywhere discovered that it frees them from the bondage of the iniquitous probate system.

In it you will find an explanation of why it is vitally important to you and your family that you avoid probate. Next, you'll find the *actual trust instruments* needed to exempt your home or other real estate, your savings or checking account, your stocks, your mutual fund shares, your small unincorporated business, your close corporation . . . even your personal effects such as jewelry, antiques, paintings, etc.

With each instrument are instructions that even a school child can understand, and a picture of how the instrument should look when it is completed. All of the instruments are specially perforated for easy removal from the book and *actual use*.

In addition, you'll find precise advice on a wide range of family financial planning decisions which you are called upon to make on matters of life insurance, taxes, investments and the like . . . the very things you and I would talk about if we sat down in your own home to discuss your financial estate problems.

## LOADED WITH TAX-SAVING IDEAS, TOO

I'll show you a special way to give support to an elderly relative or to a growing child. I'll show you how you and the beneficiary can gain valuable tax benefits. I'll show you how to make gifts to charity to take effect at your death—but give you important tax benefits this year. I'll even tell you exactly what you do if you change your mind about any of the trust arrangements or want to change a beneficiary . . . and provide necessary forms.

## WHAT DOES ALL THIS MEAN?

It means that you're going to learn how to make the money you earn safer and more productive; you're going to pass it on to your family at your death with a minimum of wear and tear from taxes—and you're going to avoid completely the up-to-10% or 20% cost, the one-to-five year delay and the unwelcome

## PUBLISHER'S NOTE

Your own lawyer may not like this man because of his courageous fight against the probate system. (On the other hand, he might be one of those enlightened lawyers who will positively agree with Mr. Dacey's fight.) But in a hundred books and articles, in more than 500 broadcasts, Norman F. Dacey has brought his case for the streamlined passing of personal property to the American people. The American people have responded. Norman F. Dacey is bombshell news today. He is America's best known professional estate planner. Senate committees, the Justice Department, the Defense Department, the largest consumer organization in America have all sought his professional assistance. At the invitation of the U.S. Air Force, he has delivered a series of lectures on estate planning at the Air Force Academy. Now you can obtain his guidance in planning *your* estate. We are proud to have published this historic book.

The author has also insisted that you be permitted to examine the book at no risk to yourself. Accordingly, you may examine it in your own home for ten days and return it if it is not all that we claim it to be.

Since its publication we have printed and completely sold out twenty-nine editions. It is constantly in short supply. It has been first come, first served. Order it today on our special money-back guarantee. It costs nothing at all unless you are completely satisfied, and otherwise only \$4.95. Send the coupon below.

publicity which will attract the attention of unscrupulous persons to your heirs. And you're going to keep the sticky fingers of any probate racketeers out of your family's affairs.

To my knowledge, there's never been a book like this before. It is truly a "do-it-yourself kit" which will enable any literate American to administer his own estate. If you came by your money easily and you don't much care who gets it when you're gone, the book isn't for you. But if you're a hard-working American and you want to decide for yourself, with a conscientious lawyer if you like, who is to get your estate when you're gone, and if you have no intention of bequeathing a chunk of it to the local probate court, this book was written for you.

*Norman F. Dacey*

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## MAIL NO-RISK COUPON TODAY

NATIONAL COUNSELING SERVICE, Dept. FW 5-25  
Box 806, F.D. Roosevelt Station, New York, N.Y. 10022

Please ship me your book "How to Avoid Probate" including full information as to how I may pass on my property without Probate costs and delays. I understand that this book is printed on special bond document paper and includes the legal forms I need and which I will be able to fill in. If not delighted I may return within ten days for full refund.

\$4.95 payment enclosed—please ship postpaid. I save postal charges.

If you wish your order sent C.O.D., CHECK HERE! Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money-back guarantee, of course!

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