

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. It firms and tightens hips, thighs, waist and arms until you're slim and young again. And then it 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 device that's so easy, gentle, lightweight, 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 half 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. Let it open again. And repeat.

That's all there is to it! Notice how 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 close to an inch taller. The original fatigue that made you slump like a sack of potatoes has been replaced by new natural strength and vitality—so that you'll be standing, sitting and relaxing correctly, twenty-four hours a day, without your even realizing it.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—automatically tightened, 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 it may actually take your breath away! One look at 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 alone of:

Average loss of waist size (no diet): 1½ inches.

Maximum loss of waist size (no diet): 3 inches.

Average loss of 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 waist 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 below the surface; you don't see them, but they 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 vulnerable areas look pounds lighter, even 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 muscles...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 go off them, anyway.

It eliminates electrical apparatus. Most people find them highly unpleasant!

It eliminates gymnasiums 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!



Flip Chip Dress Designed By Jim Morgan

MAIL NO-RISK COUPON TODAY

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

Yes, I want to try your EFFORTLESS EXERCISER entirely at your risk! I am enclosing only the special low price shown 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—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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