

# 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 Stomach", and "Middle-Age Legs" go far good—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—for more effective than mere gymnastics, 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. Pumps new reserves of oxygen into your blood stream—so you SOAR WITH ENERGY the entire rest of the 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 most men and women look middle-aged by the time they reach their late twenties. Because their stomach muscles go... their back muscles go... their chest muscles go... and they walk around looking like tired protons, and carrying 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 border-line of fatigue—just too tired to really enjoy life.

Let's concentrate instead for sixty seconds on one brutal fact that most people spend their entire lives avoiding: That this 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 these 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 heart exercise—in several different ways. A good game of tennis, basketball, 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 route 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 rest of forms of sweat-and-strain calisthenics, they'll do it for a day, or a week, or a month—and then LAPSE RIGHT BACK INTO THAT DEADLY INACTIVITY. That is, UNTIL TODAY! Because now a whole new world of EASY EXERCISE... QUICK EXERCISE... CONDENSED EXERCISE



## A SPECIAL NOTE FOR WOMEN!

Squeeze away your hips and tummy! Firm up your bustline—strengthen your posture—take back all the appearance of your hips, thighs, waistline. And put a glow in your complexion doing it that no cosmetic on earth can ever match.

Your tape measure will tell you, though not a single muscleline muscle appears anywhere on your body, you'll have developed a HIDDEN MUSCLE-GIRL 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.

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—needs 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, till 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. It is simply too fast... too gentle... too easy to do!

But then—as you do five of these motions... ten of these motions... twenty of these motions—you will notice a transformation beginning to spread through your entire upper body. In the first thirty seconds alone, THIS is what you will realize—

**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 react to it immediately. Your shoulders automatically move forward as you open the EXERCISER... 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 movements, you are automatically standing 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 a mirror. Look at yourself sideways in that 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 flab was just seconds before! And it's 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 do these simple, gentle, circular motions sixty times every day—one 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—good clean 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 \$50, 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 was a minute before.

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 with every motion—putting new power and stamina into those legs that will keep you zipping along all day and all night, even when your friends are willing like drying 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-Packed Body in exactly 120 seconds a day! Puts muscle on where you want it—takes flab off where you want it. Gives you strong muscular legs that never tire—iron stamina, inside and out. Prove it yourself! Improve 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 heart and lungs as well! For the second time in two brief minutes, you will have given your entire circulatory system the FLUSHING OUT, BUILDING UP workout it so 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—a 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, describing the background and efforts of this EXERCISER.

This booklet contains extensive medical references and clinical data. It also enables you to order the EXERCISER at reduced rates in volume for your patients. A request sent to us on your letterhead will bring it to you at once.

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SEND NO-RISK COUPON TODAY—

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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 I may use the Exerciser(s) for ten full days, and then, if 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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