



... who holds it out to Charlie. Charlie waits for him to throw it ...

# The making of a PRESIDENT'S PICTURE

BY FRED BLUMENTHAL

There are many of us who cherish personal remembrances of the late President—remembrances encompassing everything from a smile and a handshake to long years of close, intimate friendship. Today, on the eve of the third anniversary of his inauguration, mine center around a crisp snow-covered Sunday morning in March 1962. They are recorded by the photos on these pages.

Photographer Larry Fried and I had gone to Glen Ora, President and Mrs. Kennedy's retreat near Middleburg, Va., in connection with a PARADE article. Before leaving I wanted to get some shots of the President and Charlie, Caroline's Welsh terrier.

We went outdoors with Charlie, and Kennedy called to him. Charlie promptly ran the other way and began to play busily in the snow. The President called him again. He clapped his hands. He slapped his thigh. Nothing doing. "He never comes when he knows you really want him," observed the President ruefully.

We went back into the house. Standing at the foot of the stairs, the President shouted, "Somebody please get me a tennis ball!"—and aside to me he confided, "Charlie always likes a ball."

"This is a crazy time of year to play tennis," came a familiar feminine voice from upstairs. Then it added helpfully, "I can't find a ball, but I've got a racket." The President said no thanks.

After a moment he said, "Let's go outside again. Maybe we can find a stick. Charlie also likes sticks—but maybe not on Sundays." A few minutes later a Secret Service agent brought us a stick. We tossed it back and forth to catch Charlie's attention.

He spotted the stick and came running. The President walked along, talking to Charlie and me: "That's a good boy! C'mon, Fred, throw the stick!"

The picture was finally taken—with Caroline and her sleigh in the background.

Then the President had to go to church. He tossed the stick aside. Charlie brought it back to him. The President threw the stick to me, and I tossed it aside. Charlie brought it back to the President. This went on for a while. Finally a Secret Service agent took the stick away from Charlie and hid it. Charlie forgot the stick and staved with the President.

Smiling, Kennedy grasped my hands and said, "Somebody'll probably say that the President has gone to the dogs. They'll never know how long it took for the dog to go to the President!"

# HOW TO LIVE TO BE A HUNDRED!

At last! A leading American doctor releases positive proof that you can add up to forty health-packed years to your life — AND LOOK UP TO TWENTY YEARS YOUNGER DOING IT!

Here it is! The revolutionary new Live-Longer, Look-Younger, Feel-Better Medical Program that you've been hearing rumors about for years! Whose main principles have already been featured in twenty-seven major American newspapers... broadcast to the country by NBC Monitor news and the United Press... released to the medical profession by articles in medical journal after medical journal throughout the United States!

Now brought to you, in complete detail, in one of the most thrilling books you have ever read! A fascinating, down-to-earth, easy-to-read book that shows you—in the first ten minutes you pick it up how to:

- 1) Add up to forty health-packed years to your life! Years filled with strength, vigor and vitality! And have the time of your life doing it!
- 2) Ward off the diseases of middle and old age that cripple your friends—and do it in just a few fun-packed minutes each day!
- 3) Look slimmer, younger, far more attractive OVERNIGHT! Perform a miracle in your figure in just six seconds a day! Develop maximum strength in whatever part of your body you wish in just six seconds a day! Beat daily tensions—drain away that "always tired" feeling—eat better, work better, play better and sleep better, starting this very same week!

In other words, pump up to twenty years of new youth back into your body—whether you're thirty, fifty or eighty years old today!

## WHY LET YOUTH SLIP THROUGH YOUR FINGERS, WHEN YOU CAN GAIN IT BACK IN JUST A FEW SHORT MINUTES A DAY!

Yes! For years medical science has asked itself one maddening question — Why do people age before their time?

Why do men lose their vigor and vitality—develop jowls and a paunch—begin to huff and puff when they climb stairs—give way to fatigue, sickness and pain that should be there for another twenty to thirty to forty years at the least?

Why do women turn almost overnight from slim young brides to fat heavy matrons—with all the glow gone from their complexion—with their sexual attractiveness obliterated—with their entire lives one long series of battles against aches, exhaustion and sly creeping diseases that make them old, overnight!

Can something be done to prevent this premature aging? Can these symbols of old age be pushed off for ten, twenty, even forty years? Can youthful vitality, youthful appearance be restored? CAN YOUR PHYSICAL AGE—WITH THE PROPER TRAINING—ACTUALLY BE UP TO FORTY YEARS BELOW YOUR CALENDAR AGE?

The answer to all these questions is Yes! Medical science has now discovered that there

are whole nations of men and women who live to be a happy and healthy one hundred and twenty five years old! Who do hard productive physical work to the age of one hundred and ten! Whose men actually father children right up past the age of ninety!

Medical science has proved in Europe that a simple self-preservation routine—in test after test—has cut the amount of bed-ridden illnesses among participants to a mere 15%! Medical science has proven in Ohio that this same simple routine has increased the life expectancy of overweight men by as much as twenty full years—even though these men suffered from blood pressure so high it was as dangerous as poison!

Yes! Medical Science has proved—all over the Free World—that the man or woman who follows this simple program of self-protection MAY ACTUALLY BE IN BETTER CONDITION AT EIGHTY OR NINETY THAN OTHER MEN ARE AT THIRTY OR FORTY!

How can this be done? What is this simple self-preservation routine? As now released to you in Dr. Martin's revolutionary new book, it consists of two thrilling parts—both of which will cut years off your appearance, at the same time that they add years to your life!

## THE FIRST STEP — EXERCISES WITHOUT MOTION, THAT TAKE ONLY 6 SECONDS EACH!

First to give you overnight results from this amazing Live-Longer, Look Younger Program, Dr. Martin introduces you to the incredible SIX SECOND ISOMETRIC EXERCISES—that were recommended by the Illinois State Medical Association—that are so fabulously effective that they were actually kept "top secret" when they were used in closed-door training by the United States men and women's Olympic team!

Think of it! Here are simple, easy-to-do exercises that you perform only three times a week and only six seconds each time! A total of only eighteen seconds per week for each exercise—with no motion and no sweat—simply pitting one muscle against another as shown in the illustration on this page! And here's what they do for you—

If you are a man, these six-second exercises will straighten your back, broaden your shoulders and—above all—pull in your stomach, sometimes as much as two to three inches in the first few weeks! They'll put new drive in your legs, new wind in your chest, new power in your grip!

Or, if you are a woman, these six-second exercises will firm you up where you need it most—in your hips and thighs, in that bulging tummy, under your chin and around the neck, even in that sagging upper arm! They'll put new grace in your step—give you a posture and a figure and a walk that can stop men in their tracks a full block behind you!

And you'll see the results, you'll feel the results your friends will comment on the results. IN THE FIRST FEW WEEKS ALONE!

All this from just eighteen seconds per exercise per week! Plus simple new endurance exercises that give amazing new strength to your lungs and your circulation—that charge up your entire body with vibrant new youth, that give you that wonderful "Fit-as-a-Fiddle" reserve of energy, that can work all day and play all night!

And this is just the beginning! The best is yet to come!

## THE SECOND STEP — A NEW KIND OF DIET, WITH DIET SNACKS EVERY DAY, AND DIET HOLIDAYS EVERY WEEK!

And finally to really peel off that ugly fat to get you "as slim as a teen-ager" in the



Clement G. Martin, M.D.

Member of the Illinois State Medical Association, former Medical Director for the Continental Casualty Company, and consultant to President Kennedy's Committee on Physical Fitness. Author of the revolutionary new book, *How to Live to be 100*, with a foreword by Dr. Edward H. Annis, President of the American Medical Association.

Read the thrilling details on this page. Examine it for ten days entirely at our risk.

shortest possible time—and to keep you at your healthiest and best-looking weight for the rest of your life. Dr. Martin gives you a revolutionary new Live-Longer diet that actually has "forbidden-food" cheating built right in!

Yes! Here is a diet that lets your Will Power crack wide open every seventh day! That lets you eat ANYTHING you want. ANY TIME you want it. IN ANY QUANTITY during that wonderful Diet Holiday! And then when it puts you back on your regular routine for the other six days, it actually lets you sneak in a delicious "extra snack" on every one of those days, to keep from stretching your Will Power too far!

No wonder this "Cheater's Diet" melts pounds off your body faster than you've ever known before! No wonder it has you looking and feeling years younger in a matter of a few short weeks! No wonder it helps keep you from "slipping back"—keeps you looking young... keeps you looking slim... keeps you looking fit. FOR AS MUCH AS FORTY YEARS TO COME!

## READ IT FOR TEN DAYS, ENTIRELY AT OUR RISK!

But even this complete Physical Fitness Program—which takes up to twenty years off your appearance while it adds up to forty years to your life—is only one small part of this great book!

Here in this book is complete documentation showing you how to build a stronger heart and lungs—greater regularity—better circulation—a glowing complexion—greater sexual vigor—improved mental powers and a far better memory!

Here is information you can trust on the latest methods of combating heart disease, high blood pressure, cancer, stroke, arthritis and the other diseases of middle and old age! A few simple techniques—anyone of which may easily save your life—anyone of which may add forty health-packed years to your future!

Here are the medical facts you must know about weekend sports and your heart—smoking and drinking and why Dr. Martin does not forbid them—how ordinary calisthenics can kill you—the safe proven way to take care of your back in every lifting situation—a five-second breathing-and-relaxing exercise that may double your vitality during the day—how you can measure your growing life expectancy every month in less than five minutes—and dozens more!

All packed into one great book—HOW TO LIVE TO BE 100—yours to examine without risking a penny!

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## LOOK SLIMMER INSTANTLY!



Would you invest six seconds a day—three times a week—to take inches off the appearance of your waist?

This man is doing a simple six second exercise which will straighten his back—pull in his stomach like nothing he has ever done before! The full details of this exercise are given to you in Dr. Clement Martin's revolutionary new book—HOW TO LIVE TO BE 100. Read it for ten full days without risking a penny! Send in the No-Risk Coupon—TODAY!

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