

For the first time... the expert who teaches DOCTORS how to CURE WITH HYPNOTISM helps YOU unleash explosive powers you've kept "chained up" since babyhood!

Are You Ready To Use SELF-HYPNOTISM To Make Life Give YOU What You Want!

Now, at last, the famous expert who teaches doctors and psychiatrists MEDICAL HYPNOSIS has prepared the master work of his life on SELF HYPNOTISM.

...a book that reveals Nature's own key to reaching and controlling the subconscious—a technique that is available to all who dream of a better life—who want to increase their joy in simply being alive—who want more money, power and prestige—who deeply want a more beautiful and satisfying sexual life—who want to conquer pain and depression.

Now, don't let the word hypnotism frighten you for a minute. Many folks shy away from such a powerful force...yet how can a force which relieves tiredness instantly—that does away with pain and black moods—that stops nervous tension—a force that has been proven to be the greatest power in the world for self-advancement—a technique that you can use at the office, while traveling, anytime you wish—be anything but a marvelous force for good?

This astonishing technique is SELF HYPNOTISM, a method you can use yourself. It's a curative process you use in privacy, WITH THE GREATEST OF EASE AND SAFETY.

It's a force that can control fears—conquer bad temper—change bad habits almost overnight—turn sorrows into joys—transform defeats into overwhelming victories—a natural, joyous force God-given to every one of us. It is a proven way of relaxing ourselves completely, of bringing back our natural feelings of vigor and vitality, of calling upon fantastic powers for use in study, learning, work, thinking, getting well from the "slings and arrows of outrageous fortune!"

A "Programmed Course" in Living at Total Power

Through the techniques of SELF HYPNOTISM you learn self-confidence beyond anything you've ever dreamed of; you acquire a memory that is awesome in its dimensions; you overcome depression and unhappy moods; you get rid of, with incredible speed, mental blocks that have disrupted your life; you bury phobias and other morbid habits and face the world joyous and free.

You liberate your natural thinking ability. Instead of using just the top 10% of your mind, you release the explosive 90% that you've kept "chained up"...literally multiplying by TEN the brain power at your disposal. And this will make you richer faster than anything imaginable. The first day you start to use SELF HYPNOTISM, you'll begin to reach full brainpower and start building your money-making capacity at a phenomenal rate.

Here Are Just a Few of the Secrets Revealed in This Fabulous Volume

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 es-

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 an accredited member and a Fellow of recognized hypnotism societies in the United States, the British Isles, and on the European continent.



sence 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 self-hypnosis can even cure your slipped disc, backache, headache, low back pain, and 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 facts about case after case of arthritis and bursitis—conditions which have revealed themselves instantly to self-hypnotic probing
- How we unconsciously 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
- How to relax completely and free yourself of each day's accumulation of nervous tension
- How to overcome the fear of death and illness
- How to use post-hypnotic suggestion to overcome hostility and anger, hopelessness, frustration, fear of rejection
- The most effective way ever discovered to free yourself forever from life-ruining sexual inhibitions
- An entirely new and different way of controlling overweight—on a self-hypnotic diet that requires no dieting
- How to do away with fatigue in your life—forever

Actually 18 Lessons That Show You How To Use SELF HYPNOTISM To Get All These Things That You Want From Life!

Every moment you spend reading Leslie M. LeCron's volume will be electric with excitement. With these unique, extraordinarily easy techniques, you can give yourself the power that guarantees blooming new health—new success—in your business—a brand-new wonderful way of living.

IN JUST ONE EVENING, you can use Self Hypnotism to master your emotions, make over your personality, turn your marriage into a glowing, impassioned success.

Read Leslie LeCron's SELF HYPNOTISM for 30 Days —AT OUR RISK

Is this the day you decide to do something about your life? For with this book to help you, YOU CAN! Just mail the coupon with your check for \$5.98 and we'll send you a copy of SELF HYPNOTISM for a 30-day NO-RISK TRIAL.

The first time you relax through Self-Hypnotism you'll find your whole life changed because you will never before have felt such peace and contentment—and you'll arise from your relaxation period totally refreshed and ready for anything.

Yes, you have 30 days to prove it. If SELF HYPNOTISM doesn't meet every aspect of every dream you ever had for a fuller, richer, healthier, more beautiful life, simply return the book for a full refund. Make the right choice now—TODAY!

MAIL NO-RISK COUPON TODAY

IMPROVEMENT BOOKS CO., Dept. 7734
13490 N.W. 45th Ave., Opa Locka, Florida 33059

Gentlemen: Please rush me a copy of Leslie LeCron's SELF HYPNOTISM, #80008. 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. 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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"Rejoice—For This Time We Love"



Some Thoughts On Christmas

By Jean Burden

Be glad it comes only once a year.

Be glad of this flowering of joy in the winter of our year, but know that it would mean nothing without its landscape. If we did not have night we would never know sun. If we had no tears, how could we know laughter?

Once a year we experience this fullness, and we can return to it as surely as we can find our way through a wood by notch and sign. Do you remember when you were a child and the almost unbearable excitement of the days before Christmas? We were blown up with it, like balloons on the ceiling,

threatening to pop. Do you recall the crackle in the air that was more than cold, and how your skin twitched? Do you remember how you longed to put your arms around a tree—around the whole world?

Christmas—the many-faceted bauble of delight that turns and turns in the circle of our vision:

Snow—and apples—and a morning that began before light; gifts piled high in red and white (and something that couldn't be wrapped, hidden in the garage); stockings, out of shape with secrets, hanging by the hearth; prickly holly on the door; the smell of pine boughs everywhere; bells ringing over and above the unsacramental sounds; wine and goose and fruitcake spelling plenitude; robust carols telling an old story without embarrassment.

Not just love, but hope and faith were born that day—the eternal Trinity. "... And in thy dark streets shineth, the everlasting light." But without darkness there could be no light. Birth itself is only a moment older than death.

No, it is not just an event in history we commemorate, but an explosion of Spirit upon the planet. This is the day we set aside for "the singing of angels." And the singing is an ancient, timeless tune. This is the time we love.

But as someone said, "Our hearts are not strong enough to love all the time." There must be other days.

Be glad it comes but once a year. Be glad and rejoice.

ABOUT THE AUTHOR: Jean Burden, poet and animal lover, has hundreds of articles and seven books to her credit, the latest of which is "A Celebration of Cats," published by Paul S. Eriksson, Inc.

AT LAST THE 4 FAMOUS FAT MELTERS ALL NOW IN 1 TINY DYNAMITE TABLET!

The Vinegar-Lecithin-Kelp-B6 formula made nationally famous by a veteran N.Y. Times reporter must make you lose 12 pounds in 2 weeks or pay nothing!

Recently a slim, attractive woman who has been a reporter for the New York Times for 10 years lobbed a bombshell into the billion dollar reducing business.

She made all those fancy fat farms, saunas, reducing machines, trick belts, massage salons, frantic exercises, and dangerous appetite suppressants look ridiculous.

She reported that just by including three simple, natural, God-given foods and one incredible vitamin in their low-calorie diets, fatty after fatty had finally reduced weight in a hurry—just as she had—without hunger, without irritation, and without dangerous drugs.

These nutrients, as pure and natural as country air, as clean and healthful as a mountain stream, are apple cider vinegar, soy-bean lecithin, pure sea-kelp, plus vitamin B6.

The Times reporter researched some hundred-odd books and scientific reports on weight control and nutrition. She interviewed doctors, nutritionists, and research scientists galore. Each was a specialist in his own field. But when this investigative reporter put it all together, she came up with a remarkable conclusion none of the scientists reached independently. It looked too good to be true! But, only when she tried them on herself did this skeptical reporter realize what a god-send for the overweight she'd hit upon.

Weight comes off with a rush

When she combined all 4 ingredients she hit the jackpot! Weight came off with a rush. Instead of bulging with fat in the worst possible places, she found she was suddenly not just un-fat but downright slender.

Even her doctor was astounded because the difference in her appearance was almost unbelievable. Naturally her friends wanted to try the same miracle nutrients. And they, too, quickly found themselves losing weight at a truly unbelievable rate, without drastic dieting. (Even if you don't reduce your caloric intake, she reports, you may find yourself losing weight, though, naturally you'll do even better if you diet.)

Since then, thousands upon thousands of enthusiastic people have tried this program. It is wildly successful. But beneficial as they are, these wonder-working foods presented problems. It's inconvenient to keep them all on hand and use them—especially when away from home. It's confusing, with four different things to remember each day and differing amounts of each. And you have to go to special stores—perhaps miles out of your way—to shop for them all individually. But now it's a cinch to obtain all their benefits—with Kelpathin. Now in tablet form—the "4 little friends" that helped make the TIMES reporter skinny.

Here in these easy-to-carry, easy-to-swallow tablets, are all the 4 nutrients that helped the TIMES reporter and so many others lose weight with such startling ease.

Rushed Fresh From Laboratory Benches!

Now, with new Kelpathin tablets, millions more can now enjoy the fat-melting, health-building benefits of the cider vinegar, lecithin, kelp, and B6 formula you've been hearing and reading about.

This new, convenient tablet form means no mess, no measuring, no confusion, no inconvenience in shopping or preparing. And you don't skip your daily intake, as you otherwise might run away from home.

Equally important: Kelpathin tablets are rushed to you fresh from the laboratory benches, at their peak of potency. You see, our direct-to-you sales program eliminates long storage in warehouses and on store shelves, where so many preparations containing vitamins lose their potency. Our special Potency Protector bottle keeps the contents fresh longer after you open it.

The Pure Essence of the 4 Little Friends

1. Virgin sea-kelp. The world's most reliable source for the iodine traces so vital to the proper functioning of your thyroid gland. Only if the thyroid works properly will fat be burned away as nature intended.

2. Pure soy-bean lecithin. Used in chocolate factories to keep chocolate liquid. The TIMES reporter theorizes it liquefies fat, too, thus helping get rid of it. Whatever the reason, this pure food does decrease the hard, fat-like, artery-clogging substance, cholesterol, by as much as 30%. And it seems to redistribute your weight more evenly so there are no ugly bulges.

In addition, it is rich in phosphorus, essential to your heart. It contains two of the hardest-to-get B vitamins, important to your hair, health, and beauty. It's jumping with vitamin E. And a famous nutrition expert says all your glands, including your sex glands, need lecithin to function properly.

3. Vitamin B6. A Texas doctor found this essential vitamin performed near miracles in making his patients lose weight and inches—especially around the waist—without any other change in diet. He says it works with your body's sodium and potassium to make your body fluids that make you fat and bloated and make clothes so uncomfortably tight.

4. "Country-store" apple cider vinegar. No less an authority than the Encyclopaedia Britannica, says: "Vinegar is taken as a cure for obesity." One reason could be that real country-store apple cider vinegar is swimming with potassium, important to weight loss. At any rate, when the New York Times reporter tried this legendary Vermont folk remedy, she reports, "inches is what I lost!"

Remember, with these wonder-workers you're getting food and a precious vitamin, not drugs, so they are completely and utterly safe. There isn't the slightest risk involved in eating them—not even a financial one.

Lose 12 pounds in two weeks—or pay nothing

Try Kelpathin for two weeks. If you don't lose 12 pounds or more and aren't convinced you'll keep right on losing without hunger, irritation, drugs, rigorous dieting, or back-breaking exercise—even if everything else you've ever tried failed—simply return the unused tablets and we'll refund every cent.

Why not discover this easy, proven way to lose weight and ugly bulges right away? Send the coupon today.

180 TABLETS ONLY \$5.98 (30-day supply)

MAIL NO-RISK COUPON TODAY

4-Way Diet, Dept. FD-10
Caroline Road, Philadelphia, Pa. 19176

Please send me _____ bottles of Kelpathin, each containing 180 tablets (a 30-day supply) at \$5.98 each. If I don't lose at least 12 pounds in 2 weeks without hunger, irritation, drugs, I may return the unused tablets for a full refund of the purchase price (except postage and handling). SAVE! Order a 60-day supply for only \$9.98.

Add 50¢ to partially cover postage and handling.

Total amount enclosed \$ _____ (add sales tax where applicable)

Check or money order, no CODs please

CHARGE IT. Use your bank credit card. Just fill in your number and expiration date of card here.

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Master Charge # _____ Exp. Date _____

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