

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 over-drained 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 take energy breaks.

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 quietly 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. Steincrohn

Peter J. Steincrohn, 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. Steincrohn 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 over-activity. 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 heart you can depend on... energy to spare—AND DO IT WITHOUT RAISING YOUR FINGER—OR YOUR PULSE RATE A SINGLE BEAT!

If it seems too easy to be true, let us prove it to you at our risk! The coupon to let you do so is right here. . . .

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Gentlemen: Please rush me a copy of HOW TO BE LAZY, HEALTHY AND FIT by Peter J. Steincrohn, 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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