

Now! A World-Famous Trainer of Champions says:

Break All the Rules, and Win a 35-Year-Old Body at 50-60-70—and Beyond!



This 70-Year-Old is Lifting a 196-Pound Man, As Easily As If He were Made Out of Cotton!

Who says that you have to be weaker at 50... or 60... or 70 than you were at 30! This is Percy Cerutti—now 70 years old and a trainer of world-champion athletes—who at 43 years of age was so broken in health that

he couldn't hold an ordinary desk job! Read his amazing health story on this page. Prove to yourself his wonder-working "rule-breaking" health secrets—entirely at our risk—today!

For example: forget your calisthenics today? Congratulations! They're a waste of time. Too much love in your life? Nonsense!

Gratify your instincts and grow stronger every year, says this 70-year-old "physical wonder" who astounds doctors with his 35-year-old body... who ran 101 miles in a single day as close to the age of 55... and who now trains world-champion athletes by teaching them to **BREAK THE RULES, AND SHED THE YEARS LIKE WATER FROM THEIR BODIES!**

How's This For A New Definition Of Youth? Stronger At 70 Than You Were At 30! With More Pep And Energy Than Your Own Son Or Daughter!

Right now, look again at the photo of this 70-year-old man lifting a 196-pound friend as though he were made of cotton. And then realize this:

This very same man—Percy Cerutti—was at 43 years of age so broken in health that he was actually unable to keep working at an ordinary desk job!

Face to face at that time with agonizing sickness and momentary death, Percy Cerutti began a desperate search for scientific health secrets that would give him back his strength. Within two years he was stronger than ever before—*younger-looking than he had been ten years earlier. Today, his body is medically-certified to be that of a vigorous, healthy young man—easily able to outstrip ordinary men FIFTY YEARS HIS JUNIOR!*

The simple health secrets that turned this dying "old" man of 43 into the vigorous "young" man he is today, at 70, is simply too precious for Cerutti to keep to himself. Therefore, almost twenty years ago he began using them to train world-champion athletes in his native Australia. You can measure his success by realizing that his students have already set over **FIFTEEN WORLD RECORDS** in the last few years alone!

And now, Percy Cerutti reveals these exact same wonder-working, "rule-breaking" health secrets to you—to every man and woman who is willing to spend a few minutes a day to have a **35-YEAR-OLD BODY AT 70, AND BEYOND!**

Here's what you'll find—the very first time you glance through this startling new book:

You Start With Wonder-Working Health Secrets 4,000 Years Old!

To begin with, Percy Cerutti asked himself why modern man—with all his medical skills, technology, and knowledge—*still has less of a chance to live to a "young" 70 or 80 than primitive Australian Aborigines!* He immediately began an intensive study of the world's most primitive peoples—as well as the natural, instinctive health secrets of the world's animals (whose active sex life for example, is *four times* longer than modern man's!).

From these studies, Cerutti discovered certain natural principles that can only be called "Health Magic!" For example:

—He firmly believes that heart trouble, high blood pressure, rheumatism and perhaps even some forms of cancer are all preventable. Page 18 of his book tells you how, for example, to keep your blood cleaned and your heart strong—and double your resistance to disease!

—He discovered that most strenuous exercises give you nothing except harm. Therefore, he decided completely to forget them. Instead, read Chapter 11 to find out the incredibly-simple **BEST** exercise for your heart as well as your body—and how, if you will simply add to it this wonder-working second exercise for your Internal Muscles, then you can let your external muscles take care of themselves!

And perhaps most important of all, Cerutti proved to his own satisfaction that as much as 95% of all your ills, can be attributed directly to your food intake. In fact, certain types of food—right on your supermarket shelf—can actually poison your system. (Read Chapter 8 to find out which they are—and then avoid them like the plague.)

Old Age Is A Disease, Says Cerutti. And Therefore It Can Be Prevented And Possibly Even Reversed!

But this is just the beginning. Now Percy Cerutti turns to the vast discoveries made by modern medical science, and taps them to provide sources of renewed fitness and virility that will enable both men and women alike to

swim, play golf and tennis, ride horseback, dance till dawn, outwork most youngsters, even climb mountains if you wish to—and do them all **WELL FAST 80!**

As just a few more examples:

Your lungs **CANNOT** rebuild themselves, of course. But follow the simple breathing advice in Chapter 3, and you may keep them as energy powerhouses for a century!

On page 144 he tells why, if you wake up groggy in the morning, you're a lot better off than the so-called "health addict" who bounds out of bed and greets each day with a cheery "hello!"

On page 64 you learn a basic principle that will win you support and respect—and help you to control fear. In fact, you'll be able to make the fear work for you! You can use this principle immediately! It will help you innumerable times daily!

On page 82 you're given two simple, obvious "truths" that may enable you to escape the disaster of a coronary or heart seizure, stroke—even help you prevent high blood pressure! (Even though they are obvious—most people don't even realize them!)

On page 136 you're shown an exercise which requires **NO muscular effort**, takes **NO more than one minute**—yet becomes a remarkable "relaxer" for you. And you can do this simple exercise almost anywhere! (In fact, as soon as you get to page 136, try it immediately.)

If you want to extend your life—enjoyably—past the 100 mark, you simply must keep **FOUR ESSENTIAL ORGANS** healthy. 90% of all deaths are due to the breakdown of those four vital body parts alone! You'll find out how to keep them strong, powerful, functioning on pages 41 to 49.

Prove It Yourself—Entirely At Our Risk

And remember—this revolutionary new book is **NOT** concerned with simply **AVOIDING** the customary physical decline that sets in on 90% of all men and women after 30. Its objective is actually to **ARREST** the deterioration of age in your body!

On page 154, Mr. Cerutti actually **LISTS** the symptoms of "old age" he wishes to help you eliminate. Such as:

Slowness of movements... stiffness of joints... lack-luster... prematurely wrinkled and colorless skin... blue-veined, marbled-looking arms and legs... chronic tiredness... and all the rest!

These "plagues of old age" are **NOT** inevitable at 70—or beyond! Percy Cerutti has proved that **HE** can avoid every one of them! And that he can help you do the same! Actually give you the strength, health, vitality and sheer physical attraction of a "youngster" of 35—**AT 70 OR BEYOND!**

Isn't it worth one short week of your time to test this theory for yourself? We ask you to read this book from cover to cover, entirely at **OUR** risk! Why not send in the No-Risk Coupon below—**TODAY!**

MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED
Dept. FW-10
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Please rush me the brand-new edition of Percy Cerutti's revolutionary new book, **BE FIT! OR BE DAMNED!** I am enclosing \$5.98. I understand this book is fully guaranteed. If this book does not do everything you say... If I am not completely delighted within 30 days, I will return the book for full money back at once.

If you wish your order sent C.O.D. **CHECK HERE!** Enclose \$1 good-will deposit. Pay postman balance, plus postage and handling charges. Same money-back guarantee, of course!

Name _____

(Please Print)

Address _____

City _____

State _____ Zip _____

© Information, Incorporated 1968

INFORMATION, INCORPORATED • 119 Fifth Avenue, New York, N.Y. 10003