

NOW! Gertrude Enelow says

THROW AWAY YOUR PILLOW

and wake up the next morning *looking and feeling up to ten years younger!*

This is the first real advance in deep, scientific, beautifying sleep in over 2,000 years. One of America's leading health pioneers—whose wonder-working methods are recommended by dozens of doctors and hundreds of newspapers and magazines—now brings you AN ENTIRELY NEW SLEEP DEVICE, as different from an ordinary pillow as the jet airplane is from the horse and buggy.

This revolutionary new SLEEP INDUCER is designed to give you the following benefits, from the very first night you place it on your mattress:

- 1) *Fall asleep in minutes*—no matter how much tension or frustration was crowded into your day.
- 2) *Sleep more deeply and peacefully* than you have known since you were a child. With no tossing and turning. No tension nightmares. No waking up and staring at the ceiling at 4 A.M.
- 3) *Turn every minute of that sleep into a beauty treatment* for your face and neck. So—at the very same time that your friends are pressing wrinkles into their faces by sleeping the wrong way—you will wake up the next morning with your skin smoother, your jaw line firmer, the appearance of your face far fresher and younger than you have known in years.
- 4) *Completely recharge the "Energy Battery" of your body.* So that six hours of sleep, this new completely-relaxed way, will be equal to ten hours of sleep the old way. So that you will bounce out of bed in the morning...have no need for a coffee break before lunch...soar effortlessly through the day's activities...and still have plenty of energy left over to dance till dawn if you wish to.

And finally, and perhaps most important of all—
5) *Soothe away those aches and pains you build up during the day.* So that those throbbing muscles in your neck and shoulders become as relaxed as rubber again. Tired legs grow strong during the night. The small of your back—the worst pain source of all—is drained of stress, and soothed out of stiffness. So that you never wake up the next morning with a sore spine, or "pins and needles" in your arms or legs, or a stiff neck and shoulders. And years of "accumulated tiredness" seem to have evaporated from your body overnight.

**These Are The Proven Benefits This Device Will Give You—Starting With The Very First Night.
Now Here Is Its Startling Background, So You can Understand Why It Must Work For You!**

Once again, this revolutionary new SLEEP INDUCER—which you may prove to yourself, in your own home, for a full thirty days at our

risk—was created by Gertrude Enelow, one of America's leading health pioneers.

Perhaps you have read the thrilling articles describing Mrs. Enelow's wonder-working methods in the *Chicago AMERICAN*...*St. Louis City JOURNAL*...*Louisville COURIER*...and dozens of other newspapers and magazines—not only in this country, but also in England, Sweden, Germany and Norway.

Perhaps you are one of the many men and women who have been sent to Mrs. Enelow by doctors all over the country to help strengthen torturous backs...to gain desperately-needed sleep without tranquilizers or drugs...to bring back the natural energy, drive and vigor you may have thought was gone forever.

Or perhaps you are one of the 107,000 people who have already purchased Mrs. Enelow's phenomenal best-seller, *BODY DYNAMICS*—and learned that at last there has been discovered A NEW WAY TO SLEEP that automatically turns off your mind, and lets your body float effortlessly into a deep slumber. That automatically arranges the parts of your body in bed—so that every inch of that body is completely relaxed, freed from worry, disturbing thought, any tension at all from the day that has just passed.

This new method of effortless, automatic sleep has been tested, and proven, on thousands upon thousands of men and women. And now it has been refined and perfected one step further! Now it has been BUILT INTO a revolutionary new sleep device, that simply replaces your present pillow. And then automatically positions your body so comfortably on your bed—without a single pressure on any nerve center...without a single joint resting on another...with the small of your back unburdened at last...with your neck and head so perfectly aligned, and even your ankles and wrists so completely free that sleep simply MUST come!

**Again, There Is Nothing To Learn, Nothing To Practice.
It's As Easy As Lying Down, And Closing Your Eyes.**

What do YOU have to do, to use this revolutionary new SLEEP INDUCER? Simply this:

First, take your present pillow and put it in the closet. In a few days you will throw it away for good. But first, you will want to prove this SLEEP INDUCER to yourself.

Now, lay the SLEEP INDUCER on your bed. Notice, of course, that it is HALF the size of your old pillow. That it is made of foam-rubber feathers, and therefore ultimately comfortable. And, above all, that it has a tab at the bottom, that tells you precisely where your neck and head go.

This, of course, is the key. It is so simple that you will wonder why it has not been thought of before. It is so incredibly effective that you are about to have the most divine night of sleep you have experienced since you were a child.

Spend a few seconds glancing at the Position Sketch that accompanies the SLEEP INDUCER. Then lie down on the INDUCER with the tab underneath your neck, as the sketch shows you. NOTICE how this simple positioning of your neck, head and shoulder automatically arranges the other parts of your body—causes your entire body to sink so deeply into that mattress that it is converted, in seconds, into a completely relaxed, literally-limp "human rubber-doll."

Now, for the first few minutes, simply luxuriate in the marvelous floating-freedom this position gives you. It's almost as though your body had absolutely no real weight at all. Notice again that even your neck muscles are relaxed, and yet strengthened. That your chin is automatically uplifted. That every inch of your face is being automatically smoothed, and glowing, and toned. That—as you seem to have suspended gravity and anxiety at the same exact moment...as you irresistibly begin to drift off into a deep, soft dreamless sleep—your entire face, neck and chin are about to be given a full eight-hour beauty treatment.

And then—when you wake up the next morning more refreshed than you have known for years—go directly to your mirror. You may gasp in joy at the new youth you will see in that mirror that very same morning!

Try It At Our Risk.

But you must actually try this revolutionary new SLEEP INDUCER yourself, to believe it. Its cost is only \$14.98 complete, with custom-made pillow-slip. This is less than you would pay for a first quality ordinary pillow. It is far, far less than you may be spending today on tranquilizers or other types of sleeping pills. And we promise you that its results will astound you from the very first night—or every cent of your money back.

You have absolutely nothing to lose, and everything to gain. You are perfectly aware that sleep—deep, relaxed, completely-natural sleep—is the greatest source of energy your body and mind will ever have. You know that right now, having lost this vital gift of sleep, you are draining energy and youth out of your body the same way that a leak drains air out of a tire.

This is your chance to stop that energy-leak, stop that youth-drain, stop those nights of sleepless torture. Prove it yourself, entirely at our risk—TODAY.

INFORMATION, INCORPORATED

119 Fifth Ave., New York, N. Y. 10003

MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED

Dept. FW-4

119 Fifth Ave., New York, N. Y. 10003

Gentlemen: Yes, please send me Gertrude Enelow's revolutionary new SLEEP-INDUCER, to try for ten days entirely at your risk. I am enclosing only the low introductory price of \$14.98 complete, including custom-matching slip case.

I understand that I must be absolutely delighted with this amazing SLEEP-INDUCER, from the very first night I try it. If I am not, I may simply return it to you, for every cent of my money back at once.

☐ 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, of course.

Name

(Please Print)

Address

City

State

Zip

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This is the revolutionary SLEEP-INDUCER perfected by Gertrude Enelow. Half the size of your present pillow, it is guaranteed to give you the best night of sleep you have had in years, or every cent of your money back!