MÓDULO 2

FORMAÇÃO DE COPYWRITING

FORMAÇÃO

COPY-WRITER

Eugene Schwartz

1927-1995



FORMAÇÃO

COPY-WRITER

Legendary Advertiser, Copywriter, & Author of "Breakthrough Advertising"

*Schwartz is highly-regarded as one of the greatest advertising copywriters the world has ever known, whose specialty was direct-mail campaigns. Schwartz was the author of 10 highly-respected books, including "**Breakthrough Advertising**" (1966), where he shared the timeless philosophies and principles behind his multi-million dollar ad copy; and "**The Brilliance Breakthrough.**"(1994), where he explains **"how to talk and write so that people will never forget you"**.*

*He wrote some of the most celebrated lines in direct-mail advertising, such as **"Give Me 15 Minutes and I'll Give You a Super-Power Memory,"** which launched the first book for the memory expert Harry Lorraine.*

Martin Edelston, President of Boardroom Publishing**, one of Schwartz's most revered clients, once explained how Eugene Schwartz wrote ad copy as, **"Exciting sight - watching the multi-talented genius's fingers flying over the keyboard creating another brilliant ad. And then he'd sit back with that great smile, read it over and enjoy it more and more."

FORMAÇÃO

COPY-WRITER

Weird New Sonic Lure Caught Fish Like Crazy!

By Lyman Walton, Co-Inventor
As Told to Paul Stag, The Weekend Fisherman

Think of it! My new VIBRATING LURE gives loud, GURGLING, SPLASHING, BUBBLING sounds as you skitter it along the surface of the water! Sends out up to 200 vibrations every minute underneath that water! Looks COMPLETELY UNLIKE ANYTHING THAT ANY FRESH WATER FISH HAS SEEN BEFORE.

And has already used this weird sight and weird sound and weird sonic vibrations — in one of its very first Summer trials — to lure fish into attacking it so savagely that they actually knocked it out of the water. Hauled in trout, bass, muskie, walleye, and pike, even when other lures had caught little or no fish right next to it! Here's why —

CAUGHT! 120 FISH IN ONE HOUR!

Yes! Imagine that YOU were there — at Cattail Lake, Illinois, on August 20, 1961. A hot summer day! A beautiful stream-fed pond — 90 by 60 feet wide! Fishermen trying lures, flies, natural bait! But despite the fact that this is a stocked trout farm with no limit, there is only an occasional strike. It looks like a wasted day!

And then, three die-hard friends decide to try their luck with me! We start to cast from the edge of the water. At the end of our lines is an *ENTIRELY DIFFERENT LURE* — a weird little metal monster that casts like a bullet, and flutters back through the water like a drowning bat!

EVEN EXPERIENCED FISHERMEN WATCHED IN AMAZEMENT!

Almost at once *THAT QUIET WATER EXPLODES INTO ACTION!* The first strike causes a shout of excitement! And then a second strike! A third, fourth, sixth, seventh, eighth! Beautiful rainbows and browns still shimmering from the water — being pulled in at the rate of more than one every minute!

Now the water is almost exploding with fish striking! Sometimes four and five trout savagely attack one lure at the same time! Fifty — seventy — ninety fish are caught and released! People along the shore stop to watch the spectacle!

In one short hour, we have caught and released 120 fish! All *WITH* the very same weird little lure that can go to work for you next week, without your risking a penny!



Meet Lyman Walton
Co-inventor of the amazing VIBRA-BAT LURE.

WHAT'S THE SECRET? UNDERWATER SONIC VIBRATIONS!

Why did this bat-shaped lure catch fish by the stringer-full — even after ordinary lures, and natural bait have caught little or nothing? For this simple reason —

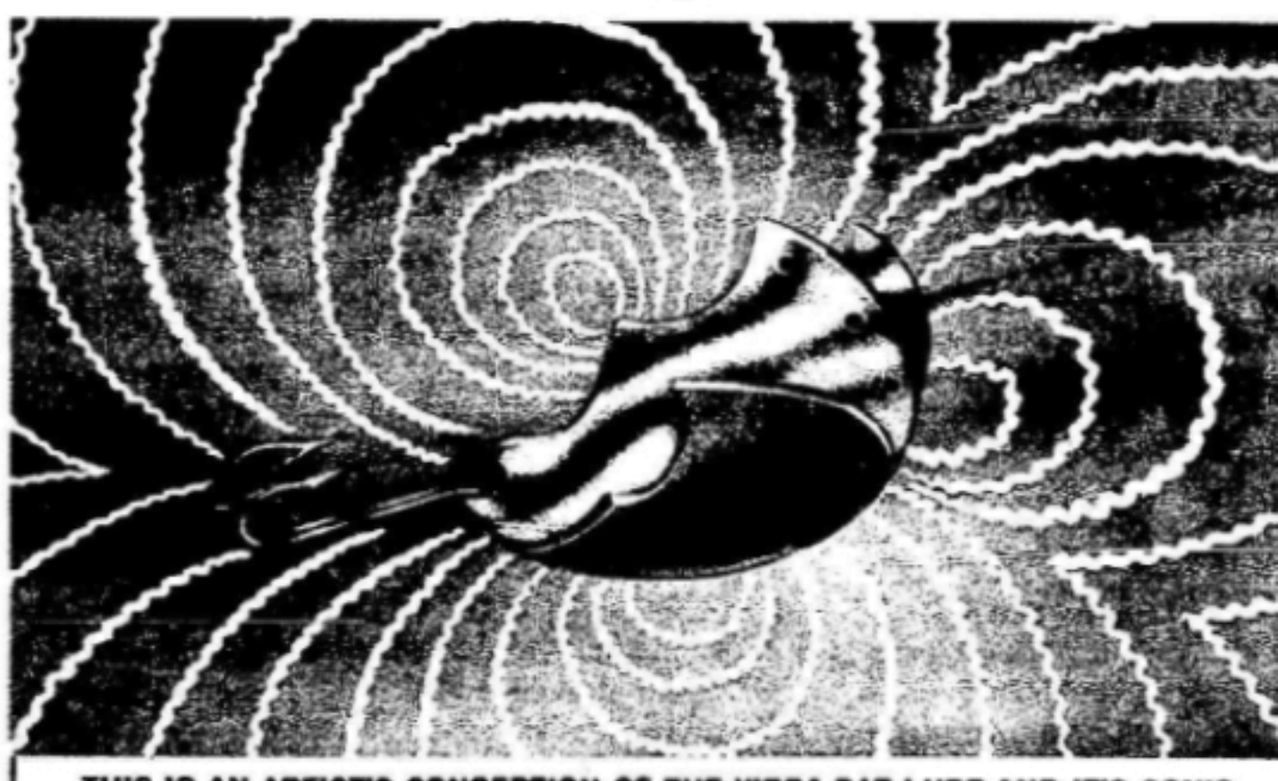
Because this lure gives off unique *GURGLING, BUBBLING, SPLASHING SURFACE NOISES* — plus up to 200 sonic vibrations every minute underneath that water — that I believe *FISH FIND IRRESISTIBLE!*

Yes! I am certain that sonic pulsations are the answer to every fisherman's prayer. I have studied the Navy Fish Biologist reports about the sounds fish make between themselves in the water! I have seen fish follow the propellers of a boat as though they were hypnotized by the sound!

And I have always believed that if I could take those gurgling, bubbling, splashing surface sounds and underwater vibrations — that actually seemed to *CALL FISH TO THEM* — and build that sound into a "Vibrating Lure" then it could haul in eye-popping catches, even where ordinary lures had caught little or nothing at all! Even in hard-fished waters where the wise old fish run away from ordinary lures!

JUST READ THESE FISH-CATCHING ACHIEVEMENTS! TRY IT AT OUR RISK!

Yes! Research showed me that lures, like fish, create Sonic Vibrations in the water by their movements! So I have designed a lure that I estimate *FLUTTERS THROUGH THAT WATER UP TO 200 TIMES A MINUTE!* Wing-shaped — bat-like — *JERKING AND FLUTTERING MADLY THROU*



THIS IS AN ARTIST'S CONCEPTION OF THE VIBRA-BAT LURE AND IT'S SONIC EFFECT UNDER WATER! I believe it to be irresistible to fish! Try it entirely at our risk!

WATER — SENDING OUT IRRESISTIBLE SONIC WAVES — GURGLING, SPLASHING, BUBBLING SURFACE SOUNDS THAT TRAVEL THROUGH WATER IN EVERY DIRECTION, AT THE RATE OF 4,760 FEET EVERY SECOND, THE ACTUAL SPEED OF SOUND UNDER WATER!

No wonder this *"VIBRA-BAT"* lure caught a 10 pound 7½ ounce Northern on one of its first tests — only moments after it hit the water — hauled in six bass in sixty minutes in another test, all 2½ pounds or larger — pulled in perch by the dozens in a third test at Belmont Harbor, Illinois, even after live bait and lures had scarcely a strike, and *CONTINUED* to land so many fish, so quickly, *THAT FISHERMEN WATCHED IN AMAZEMENT!*

No wonder our tests show this revolutionary new lure hauls in trout, bass, muskie, walleye, pike, salmon and other fresh water fish even in hard fished waters — produces strikes even when other fishermen alongside it are going almost unrewarded!

AMAZING 6-MONTH TRIAL OFFER

You simply cannot believe the fish-catching powers of this amazing lure until you try it yourself, *FOR 6 FULL MONTHS ENTIRELY AT OUR RISK!* We cannot guarantee, of course, that these amazing VIBRA-BAT SONIC LURES will produce for you in every pond, river or lake everytime you go fishing *BUT WE DO GUARANTEE* that these VIBRA-BAT LURES will definitely catch MORE fish for you . . . make you agree that this is the greatest little lure you've ever used — OR SIMPLY RETURN THEM ANYTIME WITHIN SIX FULL MONTHS FOR EVERY CENT OF YOUR PURCHASE PRICE BACK!

You and you alone are the only judge. You have nothing to lose! Send in the Six Month Trial Coupon TODAY!

SPECIAL NOTICE

Harrison Industries has told on this page the amazing story of the VIBRA-BAT as related to us by Lyman Walton.

We have received signed statements from Lyman Walton and other fishermen that these facts are correct.

Incidentally — the words "Gurgling — Splashing — Bubbling" are Walton's particular translation of the weird sound. Actually no two fishermen would agree on a description of this sound. But you will agree on its amazing results, or your money back.

MAIL AMAZING 6 MONTH TRIAL COUPON TODAY

MADISON HOUSE, INC. Dept. FW-418
BOX 4455, GRAND CENTRAL STA., NEW YORK 17

Yes, I want to try VIBRA-BAT Lures on Amazing 6 MONTH TRIAL OFFER. Send me set of three different **VIBRA-BAT** Lures in gleaming Nickel, Yellow and Jet Black color combinations . . . all for only $2.98 (4.00 value!) If **VIBRA-BAT** does not catch more fish . . . and make fishing more fun . . . if **VIBRA-BAT** is not the greatest lure I've ever used, I can return it within 6 months for full refund.

☐ **PAYMENT ENCLOSED.** Enclosed is $2.98 (cash, check or M.O.). Ship me set of **VIBRA-BATS** postpaid. I SAVE all C.O.D. charges. Money Back Guarantee.

☐ **SEND C.O.D.** I will pay postman $2.98 plus C.O.D. postage charges. Same Money Back Guarantee.

NAME _____

ADDRESS _____

CITY _____ **ZONE** _____ **STATE** _____

FORMAÇÃO
COPY-
WRITER

At last...a leading American physician shows you

How to Stay Young till 90

Designed to give you the look of a youngster past 60 . . . the strength and power of a trained athlete beyond your seventies . . . in vibrant good health till 90 and more — here is one of the simplest and gentlest, and yet truly revolutionary, anti-aging medical programs ever invented by the mind of man.



CLEMENT G. MARTIN, M.D.

To repeat once again, the goals of this program are simple. They are, in essence:
1. To give you the look of a youngster, in both face and body, far past sixty . . .
2. To keep you in top condition–to give you the drive and power of a trained athlete beyond your seventies . . . and
3. To give you every possible chance of *continuing* in this vibrant good health till ninety, and more.

The methods this program uses to achieve these goals are equally simple–and, again, surprisingly gentle. They are:
1. A series of one-or-two minute-a-day exercises for your *face*–designed to combat premature wrinkles and restore the smooth, sharp outlines of youth.
2. A direct attack on the *stored-up emotional poisons* in your body that eat away strength and youth like internal acid. This attack on these poisons consists of a series of exhilarating new exercises which take as little as three minutes a day–*half of which time you spend resting.*
3. A new way to lose weight–not a diet–designed to change your present suicidal eating habits in 24 to 48 hours. And to break at last the vicious *fat-multiplying cycle* inside your body, that causes you to put on more weight, from less food, than your thin friends. And
4. A series of surprising, and sometimes actually startling, solutions to your most serious everyday health problems – including fatigue, hypertension, indigestion, high blood pressure, and much, much more.

This, then, is the look-younger, feel-better, live-longer program that you can prove to yourself–beyond doubt–without risking a penny. Now let us look at its medical background, and the specific day-by-day benefits it is designed to give you:

Written by One of America's Foremost Physicians, It Opens Up Whole New Worlds of Prolonged Youth, Health and Vitality — Past 90 — that You May Never Have Dreamed Existed Before.

The fascinating new volume which gives you these benefits is titled: *How to Stay Young All Your Life.* It is the result of fifteen years of meticulous research, and three additional years of intensive writing and re-writing. It is so completely up-to-date that some of the principles revealed in it were not discovered until a few short months ago.

Its author is Clement G. Martin, M.D., F.A.G.S., F.A.C.N. As you may know, Dr. Martin is former medical director of two of the largest insurance companies in the United States, where he specialized in geriatric research–the science of prolonging youth, strength, health, and life–far beyond their present limits.

Over eight years ago, in conjunction with his state medical society, Dr. Martin published a pamphlet based on this research. The response was so overwhelming that he then expanded this information into a book – called *How to Live to be 100* – which sold over 100,000 hard-cover copies in the first two years alone.

But now medical science has gone *beyond* mere longevity alone! Now it is possible–not only to add up to twenty or thirty or forty more healthy years to your life . . . not only to help you ward off the disease of middle and old age that cripple your friends . . . but, in case after case, to actually *restore* the appearance and energy and bursting vitality and strength of youth itself to your body–*and maintain that youthful drive and appearance far past your seventies and eighties!*

All the Myths About "Old Age" — Shattered at Last.

This new book, therefore, begins immediately with *case histories* that prove this fact beyond doubt. In the first few pages alone, you are introduced to:

The American "town without heart disease." Where the inhabitants eat too much, enjoy food that's "rich" in every sense of the term, are overweight, party around, stay up late – *but simply don't have heart attacks.* (The reason why will astound you.)

The 101-year-old roué, who still eats mountains of spaghetti, washes it down with wine, and loves his sweets.

The amazing French beauty who first invented exercises to preserve the look of youthfulness in the human face. Men worshipped her at eighty. Her figure and her face were as dazzling at 79 as they were at 19. She died, still outwardly in the bloom of youth, past 90.

The American businessman who watched his body become prematurely old and finally collapse of ill health at the age of 50. Who decided to *rejuvenate himself* though he could hardly stand, through a scientific study of longevity. By the time he was 73 he had regained his youth–his face as smooth, his body as slim and hard as a youngster's. *Photographs in this book prove these statements beyond doubt–see them yourself!*

The Russian report on a man who lived to be 161, and fathered his last child at 104.

And much, much more. Probably the most fascinating reading of your entire life. But it's only *the prologue* to the real meat of this revolutionary new book. For now the life-saving, health-giving, youth-restoring principles learned in this world-wide medical research are put to work–instantly–*for you.* To give you results, *literally overnight,* that will have your friends begging you to tell them the secret!

For example:

What is the price of Renewed Youth and Vitality? As Little as Five Exhilarating Minutes Every Day.

First, you start to peel off *years from your appearance:*

On page 35, you learn the one-second prescription that automatically causes you to stand more erect (no, you *don't* have to pull in your stomach, but the results are startling nevertheless).

On page 124, you're given *six-second facial exercises* . . . wrinkle exercises . . . bags-under-the-eye and age-line exercises . . . that Dr. Martin recommends for every man, as well as woman, who wants people to gasp in astonishment when you tell them your real age.

On page 144, you're shown how the *way* you eat may contribute as much or more to your overweight problem as the actual *foods* you eat. And then on page 150, you're given the medically-proven, *fastest-possible way* to lose excess pounds. Again, this is *not* a diet at all. And the greater your excess weight, the *faster* this method works.

But this is just the beginning. Now you go on to tap vast new stores of *strength, endurance and energy,* like this:

On page 35, you're shown the scientific secret (time to learn; 10 seconds; time to perform; 3 seconds), that guarantees you will *sit* properly–and therefore cut your desk fatigue in half.

On page 42, you're shown how to "relax yourself ahead". Develop the grace under pressure that marks the champion athlete, and the champion executive. Outstrip your less well-informed competitors who tear themselves to pieces in the mistaken belief that they can win through pressure, anxiety and tension. Keep going at full speed when they're wilting around you like dead flowers.

On page 58, you're shown how you can cleanse *your internal organs* (your heart, lungs and blood stream) of tension and fatigue in as little as three minutes a day. Try this tomorrow night when you come home bone-weary from work–when you're wound up tight as a drum–and see for yourself how it pumps so much new energy back into your system that you can out-dance your teenage son till two A.M.

Yes, and on page 118, you'll learn how Dr. Martin recommends as little as *only 1½ minutes* of basic exercise every day. *Is this too much to ask from you to obtain new protection from heart attacks, new youthfulness, new vitality every single day of your life!*

Read it from Cover to Cover, Entirely at Our Risk.

It is literally impossible, in the space of this advertisement, to begin to give you an idea of the vast store of startling new medical information contained in this book. I can only mention in passing such life-saving information as this:

The world's best tranquilizer, that doesn't cost you a penny.

How plain ordinary water can be turned into a wonder-working tonic for your heart and your blood pressure.

The special section on rheumatism and arthritis, that may save you hours of needless pain every day.

And so much more *that you must read it yourself to realize the immense benefit this book can give any man or woman over thirty.* Therefore, we allow you to read it cover to cover at our risk. Its price is only $5.98–far less than other books that do not begin to do its job.

But you try this book at our risk. If you are not amazed and delighted with every word–then simply return it to us for every cent of your purchase price back. You risk nothing but your time.

The choice is now yours. You can sit helplessly by and watch your face get older and older every day–watch your body get weaker and weaker every day. Or you can decide to *stop this premature aging* right now, and bring back the youth and vitality you may have though you'd lost forever!

The medical means are now at your hand. This is a book for people who mean business. If you mean business–send in the enclosed No-Risk Coupon–*today!*

VITAL NOTE!

To gain its wonder-working benefits in every area of your life–immediately, starting within five short minutes after you pick it up–*there is absolutely no need to STUDY this revolutionary new book, or read it from cover to cover, or even to expend any more "literary" effort on your part other than to browse through it at your leisure for five or ten thrilling minutes every day!*

This is NOT a textbook! NOT a study manual! There are no lectures–not a single "blue-sky" theory to ponder over or memorize in this entire book!

Instead, for the first time, *here is a revolutionary new method of ADDING UP TO 40 HEALTH-PACKED YEARS TO YOUR LIFE – TAKING UP TO 20 FULL YEARS OFF YOUR APPEARANCE – all through a few incredibly-simple techniques that you can put to work for you the very first time you pick up this book!*

Therefore, we do NOT want you to treat this amazing volume as you would an ordinary book! Instead, all we ask you to do is this:

Place it on your bedstand, entirely at our risk, for ten days! Read through just a few pages every night before you retire! Browse around if you like! Notice especially the wonder-working Three Minute Rest Exercise on page 120 . . . the thrilling Fat Breaking Secret on page 159, and much more.

See for yourself that every page is crammed full of practical, down-to-earth, easy-to-understand knowledge that you can put to work for you right on the spot! See for yourself that here at last is authoritative medical information that WORKS–and that's yours for just a few short minutes a day–without brain-racking study, without torturous memorization, ALL YOURS IN ONE OF THE MOST FASCINATING, COMPLETELY-ABSORBING BOOKS IT HAS EVER BEEN YOUR PLEASURE TO GLANCE THROUGH FOR JUST A FEW SHORT MINUTES A DAY!

Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the enclosed No-Risk Coupon–TODAY!

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Why such run-away sales? BECAUSE IT WORKS!
Read the thrilling details on this page!
Try it—entirely at our risk!

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------MAIL NO-RISK COUPON TODAY! ------

INFORMATION, INCORPORATED, DEPT. NYB – 4
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Without obligation, please rush me the brand new edition of Dr. Martin's revolutionary new book, HOW TO STAY YOUNG ALL YOUR LIFE. I am enclosing only $5.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . If I am not completely delighted within 10 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*_____

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FORMAÇÃO
COPY-
WRITER

Boost Your Child's Grades

(Cont. from page 6)

cision in working it out. Do not check the method or the answer; leave that to his teacher. In this way, no matter how limited or rusty your own math is, you can help sharpen your child's.

How to Increase Your Child's Test Grades

Now comes the payoff—the crucial moment when your child shows what he learns and that he can put it to use. In life, as in school, your child will be faced with a series of tests. Some are written, some are verbal, some are economic or social or moral. So he might as well get used to doing his best in them right now.

The big crippler in taking tests is nervousness. Research shows that the main cause for test-room nervousness is the unfamiliar phraseology of most test questions. The more familiar a child becomes with the form these questions will take, the better his grades will be.

Therefore, your job in your Sunday reviews with this newspaper is to spend a minute or two familiarizing your child with these question formats. To do this, you again have him learn a new word or read a story or do a math problem as we have described above. Then you ask him questions about what he has done.

But you phrase these questions exactly as they would be phrased in a school test. And he answers them the same way he would answer them in that test.

Commonly used formats are true-false; multiple choice; matching; completion ("A factotum is a person who ——— something for you"); enumeration ("List four words using the Latin word-part *fac*").

Others are sequence ("List, in order, the three missions the Gemini 11 flight was designed to accomplish"); analogy ("A factotum is to an agent as a factory is to: a. skillful person; b. manufacturing plant; c. acquired skill"); essay ("Discuss in one or two sentences the purpose of the Gemini 11 mission and what space flights will follow it").

There they are. They look, and are, tricky at first. But they get easier and easier for your child as you give him more and more practice in answering questions phrased in these formats.

This, then, is a condensed Sunday program—designed to enable you to use this newspaper to raise your child's grades. It should take only a few minutes each week —and should give you a fascinating activity to share with your child.

In the competitive world of grade-averages and achievements he lives in, it may be the greatest gift, besides love, you can give him. ◆

FORMAÇÃO
COPY-
WRITER

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 Cerutty—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 at 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 Cerutty—*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 Cerutty 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 Cerutty 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 Cerutty 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 Cerutty 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, Cerutty 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, Cerutty 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 Cerutty. And Therefore It Can Be Prevented And Possibly Even Reversed!

But this is just the beginning. Now Percy Cerutty 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 PAST 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. Cerutty actually LISTS the symptoms of "old age" he wishes to help you eliminate. Such as:

Slowness of movements ... stiffness of joints ... lackluster ... 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 Cerutty 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. NY—11
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Please rush me the brand-new edition of Percy Cerutty'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!

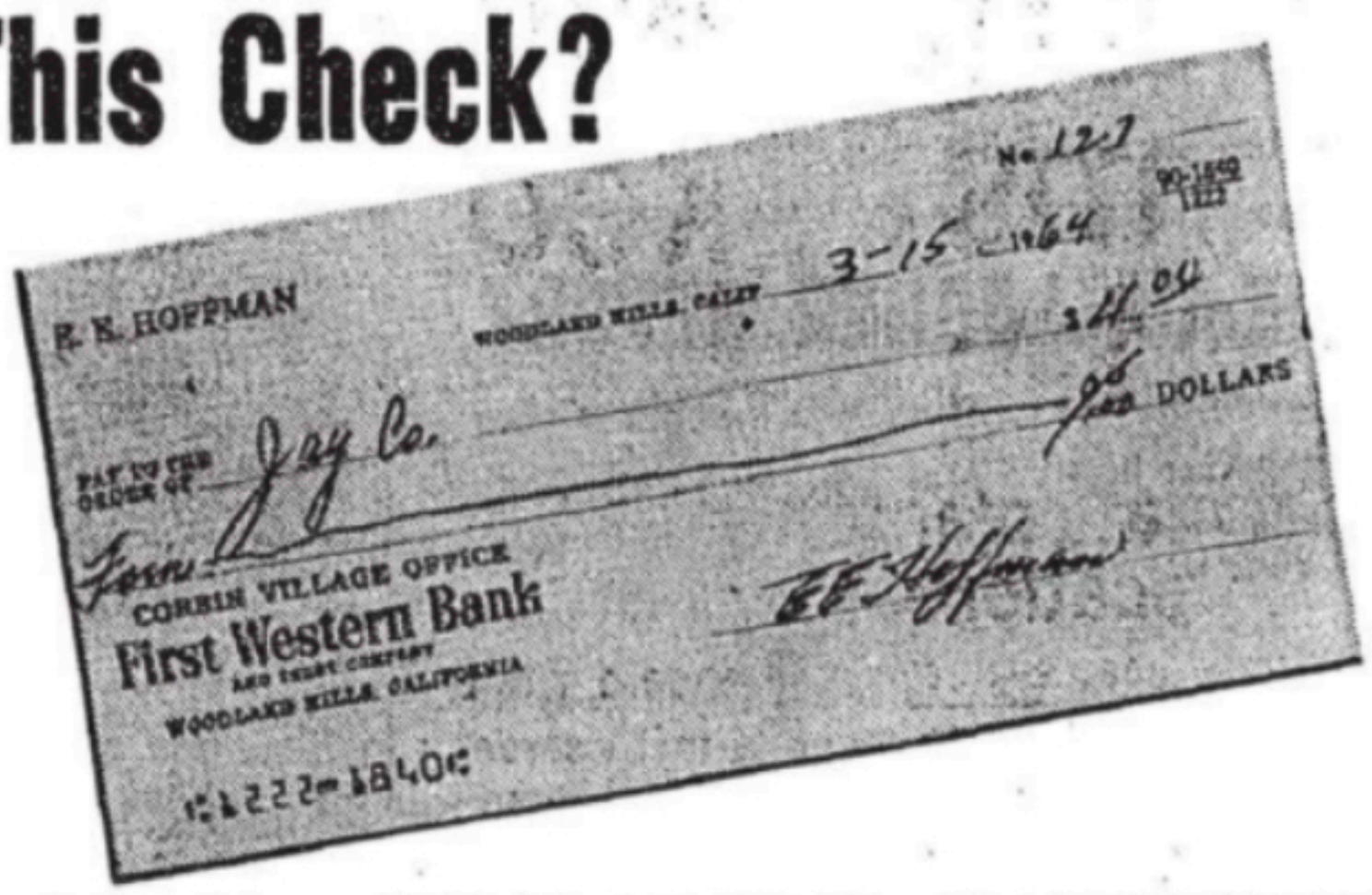
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FORMAÇÃO
COPY-WRITER

Can You Spot The 6 FATAL ERRORS In This Check?



The chances are ten to one that you make at least one of these errors every time you write a business or personal check! Yet any one of them can cost you thousands of dollars in forged and stolen money—if you do not take this one simple step to correct them today!

Do you know that check forging, check stealing and check kiting are today a *billion-dollar racket!* That every week thousands of individuals and business firms are fleeced out of months of hard-won earnings—*simply because some "check-artist" takes advantage of one or two "natural mistakes" they make when they write their checks!*

Do you know that when you write a check *the wrong way*, you lose control of *every cent you have in your bank balance* until you receive that check back in your hands *at least thirty days later!*

Do you know that the check-artist *doesn't even have to get his hands on your check* to rob you of every cent you have in the bank! That every time you sign an ordinary letter—every time you sign a delivery receipt—you place yourself at the mercy of the professional forger—*unless you learn these few simple tricks to protect yourself forever!*

AT LAST! A SHORT SURVIVAL COURSE IN CHECK WRITING—FOR PEOPLE WHO REFUSE TO BE ROBBED!

There are at least fifty ways in which a check forger can rob you of your money! And every one of them is exposed in perhaps the most startling and fascinating book you have ever read—*Billion Dollar Check Racket* by E. E. Hoffman.

Here is just a sample of the amazing information it gives you—*yours to read from cover to cover without risking a penny!*

How a simple trick with your initials can prevent the loss of thousands of dollars in forged checks every year.

The *five cent* robbery that most businesses never even recognize and that ends up draining out as much as $5,000 a year!

The five-minute-a-month error most check writers make, that completely frees their bank from any responsibility it may have for cashing forged checks on their account.

What to do if someone does forge one of your checks—the step-by-step procedure to get the bank to pay for the loss!

How the *back* of your check book can cost you a fortune!

The revealing story of a professional man who lost thousands of dollars because he made one tiny mistake on his *deposit slips!*

The one simple secret of preventing disgruntled employees from using their pay check as drains on your bank account.

How the *wrong kind* of check protector can give the forger hundreds of free dollars of your money! How many kinds of "safety paper" can be altered by the clever forger—and *what to do to prevent it!*

How to make your own foolproof "check protector"—for exactly 1½c per check!

And this is just the beginning! Wait till you read this—

HOW TO MAKE YOUR CHECKS FOOLPROOF—AND CUT YOUR BOOKKEEPING TIME IN HALF!

The one simple secret of having a business or personal check imprinted *—the right way—*that cut a forger's chances down by 99%!

How to protect yourself when you *endorse* a check! The one "natural" mistake to avoid when you pay part-time workers by check! How to send your check through the mail the right way (the wrong way, which 90% of all check writers habitually use today, can cost you every cent you have in the bank!).

Stop-Payment Orders—how they may be used for or against you! Certified Checks—how the forgers use them to rob you of a fortune!

How a dishonest bookkeeper can use a check protector to drain thousands of dollars out of the firm's bank account into his own!

99% of all people make this suicidal mistake on the dollar line of their checks—do you!

How the forger can *personally* cash a check you've made out to a reliable business firm—and how you can prevent it forever!

How a ball-point pen can cost you a fortune—if you make this one common mistake!

The right and wrong way to make out a check at a public counter (Watch out—the wrong way can cost you a month's salary!).

How a cancelled check can cost you TEN TIMES its face amount — THE SECOND TIME AROUND!

And much, much more! Dozens upon dozens of money-saving secrets! Never revealed in one volume before! Yours *to read from cover to cover without risking a penny!*

MUST SAVE YOU HUNDREDS OF TIMES ITS PRICE OR IT COSTS YOU NOTHING

The price of this amazing book is only $4.98 complete! It is yours to read for ten full days without risking a penny. If, at the end of that time you have not learned *at least* ten different ways that you can save yourself a small fortune—if you are not amazed and delighted—*then simply return the book for every cent of your purchase price back!*

You have nothing to lose! Thousands of dollars in saved money to gain! Send in the No-Risk Coupon—TODAY!

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Gentlemen: Yes, I want to try a copy of your amazing new book BILLION DOLLAR CHECK RACKET—entirely at your risk. I am enclosing the low introductory price of only $4.98 complete. I will use this book for a full ten days at your risk. If I am not completely delighted . . . if this book does not do everything you say, I will simply return it for every cent of my money back.

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FORMAÇÃO
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DO YOU HAVE THE COURAGE TO EARN

HALF A MILLION DOLLARS A YEAR?



This is a private advertisement. It is meant for the *tremendously ambitious* man only.

It is meant for the kind of man who has, first of all, *the relentless drive* to earn more money in a single year than most of his friends will earn in their entire lifetime.

It is meant for the kind of man, secondly, who has enough sheer raw faith in himself to *believe*, today, that tomorrow he may actually be able to take home $40,000 or $50,000 *a month* — once he has been shown the techniques of making this kind of money.

And, finally, it is meant only for the man who is willing to make the *sacrifices* that this kind of income demands. Who is willing to take the gambles . . . endure the tensions . . . fight the inevitable battles—where his brain is pitted against some of the sharpest minds in the country, for prizes beyond the imagination of ordinary men.

And, above all, who is willing to accept the responsibility for other men's futures, the loneliness that always surrounds the person in command, the envy and hostility that will plague him for the rest of his life.

Do you have the courage to reach out for this kind of life? To accept its incredible rewards and incredible hazards? If you do, read on. If you don't, consider yourself lucky and turn the page —there is nothing left in this ad that will make an iota of sense to you.

To Make Gigantic Sums Of Money, You Throw Out All The Rules That Small, Safe Men Live By Every Day.

What we are selling on this page is a book about making fabulous sums of money. It is possibly the most unusual how-to book ever written. First, because it distills a lifetime of wisdom from one of America's most distinguished and successful financiers. And, second, because it reveals (to our knowledge, for the first time between the covers of a single book) the almost completely-unknown techniques of the "*Super Money Makers*" — the men who take home five hundred thousand or a million or five million dollars a year.

Let us emphasize right here that you do NOT need "big money" to use these techniques. They will work with ANY AMOUNT of starting capital, even as little as $500 or $1,000.

Here is a brief description of all six of them. See if you want to live out the kind of adventure they open up to you:

1. OPPORTUNITY RADAR!

These big-money manipulators *create opportunities* as their stock in trade! They see money-making potential in situations that ordinary people are fighting to get out of! This lets them pick up tremendous hidden values for pennies . . . make a simple change or two . . . *and then sell out for a fortune—all at capital gains!*

This guide gives you the simple techniques that spotlight these hidden values—that filter them right out of the financial pages like wheat from chaff! Once you learn them, you will never read your daily paper again without an electric sense of opportunity!

2. STOP USING YOUR OWN MONEY!

Know-how—not capital—is the key to real profit-making! These smart-money men never let an opportunity slip by simply because they don't have enough of their *own* cash available to scoop it up!

This guide gives you the techniques they use to add up to $99 of outside money to every $1 of their own! How to create credit, *before* you ask for it! How to take money you borrow at 3% to 4½%, and bring in up to 36% to 50% on it in a few short months!

These techniques give you control of vast profit-making machinery overnight — with other people taking most of the risk! It opens up the door to situation after situation, *where borrowed money can earn you a yearly profit in excess of your own total investment!*

3. TIMING GREATNESS!

Stock-market timing can be learned! Price-rise can be anticipated, time after time, with almost mathematical precision—*if you know the six acid-tests that these men use to spot the fast-risers, BEFORE they take off!*

Several lifetimes of buy-and-sell experience are packed into just twelve pages of this revolutionary new volume! If you're interested in special situations, in short-term profits, in breakthrough companies too young to have been bid up to their proper prices—then these twelve pages will lift you right off your chair!

4. THE POWER OF SAYING NO!

Now come the rules to avoid being made a patsy! To side-step the hundreds of mouth-watering pitfalls, *so well concealed that the amateur investor never even sees them!*

As just a few examples—here are the seven warning signals that insiders look for whenever they enter a new negotiation! Thirteen dangerous traps in so-called "bargain buys," and how to avoid them! The five fatal weaknesses that destory most men who try to expand too quickly! Favorite tricks promoters use to squeeze an extra few thousand dollars from you! Even how so-called "standard" contracts can ruin you—*if you don't know the law to read the LARGE print!*

5. DOUBLING THE PROFIT FROM EACH DEAL!

These men have proved it over and over again: If you have something to sell—including your own time—*you can make more money in five minutes of creative negotiating than you can in five years of hard work!*

Here are negotiation strategies that have made tens of thousands of dollars with a single spoken sentence! How to buy a going business without one penny's cash! How to set yourself up for a life-long annuity, simply by making a phone call! How to turn somebody else's "must-sell" business into royalty checks for you, even if you don't invest a cent in it yourself!

How to make your business ideas pay you a guaranteed profit of a weekly salary, or a personal percentage of the gross—*in many cases starting six months or more before they are on the market!*

6. MILLION-DOLLAR TAX ANGLES!

Plus the four golden rules for taking more after-tax dollars from any deal you make! Twenty-five commonly-overlooked ways to lower the straight income taxes you've been paying for years—*without legal complications!*

Plus one-man, tax-deductible pension plans that you can easily put in! How you can let your children start earning double-money from the day they're born! How to switch both salary and profit into tax-exempt retirement funds that might take financial worry out of your life forever!

Don't Risk Disappointment! Send for Your Copy Today!

All 6 fortune-building steps—including dozens of almost-completely-unknown techniques that we do not have room to detail here—are yours in *How to Increase Your Money-Making Power!* It is now available to you—through this advertisement only—without risking a cent!

The choice is up to you: You can continue to make $5,000—$10,000—even $20,000 a year the old hard way . . . *or you can make $50,000—$100,000—even $250,000 a year by making these seemingly-minor changes in the way you handle your time and money!*

It costs you nothing to prove this to yourself!

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John Alan Appleman was first listed in Who's Who in America at the age of twenty-eight, and has been listed every year since.

In 1965, Mr. Appleman reduced his personal activities. At that time, his corporate connections included the presidency of Disability & Casualty Inter-Insurance Exchange; Standard Annuity & Life Insurance Company, Universal Drug & Research Laboratories, Inc.; Universal Research Products Inc.; Annuity Agency Company, with interests in two dozen other companies.

Mr. Appleman is the author of a total of forty-six technical volumes on insurance, economics, estate planning and financial security. In addition, he has written articles appearing in over a hundred publications.

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FORMAÇÃO
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Doctor Reports New "Miracle" Diet Cures Arthritis

in most cases . . . ends pain, heat and swelling in joints in three to ten days . . . restores normal bone structure in three to six months.

Hundreds of arthritis victims who were resigned to a life of agonizing pain are now enjoying pain-free motion once again —thanks to a new "miracle" diet, says its discoverer, Dr. Giraud W. Campbell.

Dr. Campbell reports from his tests that in case after case, this totally safe and natural diet . . .

- Eases heat and swelling in affected joints within three to ten days.
- Relieves pain—and in most cases eliminates pain entirely—in two weeks or less.
- Allows more normal movement of affected parts in three weeks or less.
- Restores damaged bone structure in most cases in three to six months.

"It has not mattered whether these patients were old or young," Dr. Campbell says. "It has not mattered in what part of the body they had arthritis . . . It has not mattered whether the doctor who referred them to me said it was caused by an infection, or what type of arthritis they had . . . It has not mattered whether they were still getting around or whether they were bedridden . . . It has not mattered whether they had arthritis for six months, six years, or longer. . . . Their arthritis was in most cases cured and yours may be, too.

"Despite all you may have been told," Dr. Campbell explains, "bones and joints are not always *permanently* damaged even when ravished by a decade or more of crippling arthritis and even when you are in the so-called golden years.

"Arthritis *can* be cured. Legs do strengthen. Hips recover. Knees return to normal. Fingers improve. Backs straighten. My files are full of case histories that read like miracles."

X-rays show case after case of proven bone restoration

"I showed a medical colleague of mine X-rays to prove my diet can improve the bone structure in arthritis," Dr. Campbell continues. "He examined them with genuine amazement. He was looking at proof that kneecaps were un-fusing themselves, compressed vertebrae were regenerating, bony overgrowth was being reduced and its proliferation checked and absorbed."

How Dr. Campbell's arthritis cure works

"Nature wants you to function perfectly," says Dr. Campbell. "Nature renews tissues, heals wounds, repairs organs. And nature restores bones and joints . . . if you let her."

But how do you "let her?"

Dr. Campbell states flatly that *diet* is the key.

He has developed a diet that, he states, eliminates arthritis-causing chemicals from the body.

"Many foods," he says "contain powerful medicines which may cause or aggravate your arthritis. For instance, chicken or beef may have had medicines injected in the creature for faster growth and for greater resistance to microbes.

"You think you are enjoying finger-licking good chicken or tender roast beef, but what you are really enjoying may be an indirect dose of stilbestrol, arsenic, or aureomycin."

The "price" of an arthritis cure

To rid themselves of these and other arthritis-causing poisons, Dr. Campbell's patients must follow a strict regimen. They must give up certain foods that they may have been eating all their lives—and replace them with "arthritis-curing" foods they may not have eaten before. In addition, Dr. Campbell's patients must devote a few minutes a day to simple exercises aimed at accelerating neuromuscular and joint restoration.

But those people who are willing to pay the price of cure and follow the diet may in most cases "expect a miracle," Dr. Campbell promises.

"Expect your pain to start diminishing from the start of the diet," he says. "Expect no need for aspirin or other pain relievers in a week or ten days . . . expect continuing improvement in your joint mobility . . . expect a gradual restoration of damaged bone . . . expect your return to normal life without arthritic pain."

There is only one exception. "I confess right here and now," Dr. Campbell states, "that I cannot help those who have had extensive gold treatments and who have undergone blood changes because of extended drug or chemical treatment."

However, while no one can guarantee relief or cure in all cases, Dr. Campbell says his files are filled with case histories of people who have obtained welcome relief even after drug therapy.

Indeed, a number of letters written by former arthritis sufferers who have tried various treatments reveal compelling evidence in support of Dr. Campbell's diet.

"It was like a miracle."

Mrs. H. G. was virtually incapacitated with arthritis. She writes: "I had been in an auto accident which affected my spine and caused chronic arthritis. I couldn't raise my arms without severe pain; combing my hair was almost impossible. Doctors gave me up to 24 aspirins per day, traction, hydrotherapy, sonic ray therapy and physiotherapy. It was at this time that I began treatment with Dr. Campbell . . . After treatment started, I felt a tremendous improvement in seven days. Within two weeks the brace was off and I felt better. I was able to raise my arms upward. It was like a miracle."

Spine healed

Mr. F. S., an army veteran from Roslyn, N.Y., tells this story: "I was discharged from the Army in 1945. Shortly thereafter, I began to experience pains in my lower back and the disease became steadily worse. I became more crippled. My spine, at this time, had practically fused solid. Pain . . . was continuous, day and night, with no relief. At this point I heard of Dr. Giraud Campbell. To my amazement within two weeks, the pain decreased at least 50%. I was able to walk better. I only wish I had come under Dr. Campbell's care . . . when the disease first started."

Pain gone in three weeks

Mr. J. K. of Rockaway Beach, N.Y. writes this thankful letter: "Three years ago, maybe four, I started to get pains in my arms and fingers. As time went on 12 aspirins a day didn't make any impression. Other medications were tried with no effect, so finally I decided to enter a hospital. They told me nothing could be done. I just had to live with it. All these symptoms were completely cleared up in a very short time after I started getting treatments from Dr. Campbell. It was fantastic! Within three weeks, the pain had left my shoulders, arm, and hands."

Inflammation vanishes in three days

And Mrs. H. M. of Summit, N.J., a 10-year sufferer of the disease, writes: "I first felt less free motion of my spine that gradually aggravated. On and off I had inflammation in my spine, and finally . . . I began to notice some deformity in my spine. The lower back pain came more often. All these years I had been seeing specialists who couldn't help me a bit. I learned about Dr. Campbell . . . After three days my inflammation of the spine was gone completely . . . I can now establish motion in most of my joints in the spine."

How to find out more about Dr. Campbell's anti-arthritis diet

Details of Dr. Campbell's anti-arthritis diet are now available for the first time in a book. It's called A DOCTOR'S PROVEN NEW HOME CURE FOR ARTHRITIS. In it Dr. Campbell tells you in simple, easy-to-understand language how you too may be cured of this previously incurable disease at home, right "in your own kitchen and on your own dining room table at no expense."

The book gives you complete details on Dr. Campbell's "Seven-Day Program to End Arthritic Pain and Regain Normal Use of Joints." You'll discover how this special 7-day diet works to alleviate the pain, heat and swelling in arthritic joints almost immediately. And you'll be delighted to learn why this diet will not harm any pre-existing conditions you might have such as a gall bladder ailment, ulcer, or colitis—and in fact, will actually help them to correct themselves too.

The book tells you what foods to eat —there are 160 favorites — and what foods to avoid in order to keep yourself free of arthritis. It even gives you complete daily menus for breakfast, lunch and supper for the first 7 days of the diet, plus 50 more easy-to-prepare, mouth-watering recipes. It also tells you about 3 important food supplements that can help speed your recovery.

The book also gives you Dr. Campbell's "10 commandments" for arthritis-free dining . . . it shows you 4 ways to take the load off rejuvenating bones and joints . . . it gives you complete directions on how to spend ten fun-filled minutes a day to regain the lost movements of your body . . . and more.

Examine a copy of A DOCTOR'S PROVEN NEW HOME CURE FOR ARTHRITIS for 30 days—at no risk

A DOCTOR'S *PROVEN* NEW HOME CURE FOR ARTHRITIS may be of tremendous importance to you or a loved one. It can show you how the blessings of a cure from arthritis—freedom from pain, heat, swelling and deformity—can be yours once again, no matter your age and no matter how long you have suffered from arthritis.

A DOCTOR'S *PROVEN* NEW HOME CURE FROM ARTHRITIS is now available on a 30-day, no-risk trial basis. You may send for your copy by returning the coupon. If you are not convinced that this is the most important book on arthritis you have ever read—a book that may show you or a loved one how to enjoy absolutely pain-free living and an arthritis-free life—return it at once and the publisher will promptly issue a complete refund, no questions asked.



X-RAYS PROVE BONE RESTORATION POSSIBLE IN ARTHRITIS

This dramatic set of X-rays shows amazing progress in the restoration of the bone structure in a knee damaged by arthritis. X-ray Number 1, on left, taken at the start of Dr. Campbell's treatment, shows lack of joint space due to bony overgrowth, making normal pain-free motion impossible. X-ray Number 2, on right, taken after treatment, reveals that bony overgrowth has disappeared and there is greater joint space. Normal motion is now possible.

DR. GIRAUD W. CAMPBELL



Dr. Giraud W. Campbell is a graduate of the Philadelphia College of Osteopathic Medicine, Class of 1931. He has practiced for over 40 years in New York State. He was one of the founders of the Long Island Osteopathic Society, and he is a member of several leading professional groups. He has been involved with nutritional and laboratory research in arthritis for over 30 years.

Medical doctor Benjamin S. Frank, speaking of Dr. Campbell's work, writes in the Foreword to A DOCTOR'S **PROVEN** NEW HOME CURE FOR ARTHRITIS, "Dr. Campbell's advice and therapy in the treatment of arthritis with an essentially natural method is welcome indeed. His success with this method has been truly remarkable."

ASTOUNDING CASE HISTORIES

In Dr. Campbell's book, A DOCTOR'S **PROVEN** NEW HOME CURE FOR ARTHRITIS, you'll find remarkable case histories and before-and-after X-rays that will convince you of the effectiveness of this diet.

You'll read how a mother, bedridden for months because of her arthritis, can do housework again . . . an engineer, on crutches for a year, tosses them aside after three weeks . . . a grandmother, previously crippled, discards her wheelchair. Here are some more examples . . .

- A 13-year sufferer of Marie Strumpell's Disease (osteoarthritis) walks erect again (page 24).
- A 60-year-old housewife helps out in her husband's business again after only one month of treatment, amazing the doctor who told her she would eventually end up in a wheelchair (page 171).
- A 40-year-old businesswoman finds relief from constant arthritic pain in only 10 days of treatment—after having spent more than 9 years of almost totally useless drug treatments (page 181).
- A great-grandmother, once totally bedridden with severe pain from rheumatoid arthritis, can once again walk up and down stairs, dine out, visit friends, and go shopping (page 22).
- And much more.

MAIL NO-RISK COUPON TODAY!

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Gentlemen: Please send me a copy of A DOCTOR'S **PROVEN** NEW HOME CURE FOR ARTHRITIS by Dr. Giraud Campbell. I enclose $10.95 plus $2 postage & handling. I may examine this book for a full 30 days or return it for prompt refund of purchase price.

☐ Check here if you wish your order sent C.O.D. Enclose only $1 goodwill deposit now. Pay postman balance, plus C.O.D. charges. Same money-back guarantee.

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Doctors Claim New Miracle Drug Reverses Aging Process—Can Prolong Healthy Life Up To 120-150 Years Of Age.

No harmful side effects...safer than aspirin.

News is now sweeping the U.S. about a miracle drug—called H3—which doctors report . . .

- **can dramatically reverse the aging process, prolonging life to 120, 130, even 150 years of age and beyond . . .**
- **can alleviate and in many cases even reverse more than 140 serious diseases . . .**
- **is not habit forming and induces no harmful side effects . . .**
- **is so safe, it's been made available without prescription in over 80 countries . . .**
- **is quite inexpensive.**

"There is no reason why men and women should not now live to be 150 years old in full vigor," says drug discoverer, Dr. Anna Aslan. "I discovered that H3 has regenerative effects on cells and actually works to prolong the vitality, youth and life of the cell . . . (It will) impart renewed vitality to old men and women and restore them to a more youthful condition."

Medical doctors and researchers around the world report that users enjoy keener eyesight . . . sharper memory . . . more youthful complexion . . . renewed vitality . . . falling hair grown back . . gray hair turned dark again . . . and more zest for life.

Astounding results—scientifically proved.

Doctors report that H3 works on the cellular level to revitalize aging organs. After numerous studies on animals and humans, conducted under strict scientific testing procedures including "double blind" test groups, doctors report astonishing results such as these . . .

Professor Fritz Eichholtz, one of Europe's foremost pharmacologists at the University of Heidelberg, states H3 is, "a medical substance which seems destined to be the kind of cure-all so many practitioners dream about."

Dr. Walter Huneke of Stuttgart, Germany, who has used H3 for more than 30 years reports:

"I was struck by these rejuvenating effects . . . the restoration of a youthful and fresh appearance, better posture, improvement in skin, sight and hearing, no more falling out of hair, increase in cerebral functions, such as thinking capacity, memory, sleep, mood, efficiency and elasticity, the increase of sexual and other hormonal functions, also an improvement in heart and circulatory disturbances, blood pressure, arthritic complaints and numerous other manifestations of old age, some of them measurable through the electrocardiograph, blood pressure or metabolism measurements."

"This could revolutionize mankind."

Professor K.M. Bykov, former head of the famous Pavlov Institute in Leningrad, writes, "This could revolutionize mankind. I believe that Professor Aslan and her assistants have found a valid method of . . . *prolonging the normal functions of the cellular system of the human body . . . (and) vitalizing aging organs.*"

Dr. P. Braunsteinger, of Rheine, Westphalia, Germany who tested H3 on his patients over 70 years old, reports, "All patients feel more vigorous, mentally as well as physically, their memory is improved and the general interest in their surroundings has increased . . ."

"Results were brilliant . . . dramatic . . . wonderful."

Dr. M.G. Good of the Charterhouse Rheumatism Clinic in London has championed the use of H3 for treatment of rheumatism and arthritis. He reports, "The results would be hard to match or surpass by other methods of therapy." In a lecture before the Congress of Internal Medicine in Paris, Dr. Good stated, "The therapeutical results were brilliant, often dramatic and wonderful. A permanent cure can be forecast with great probability . . . In clinical medicine there are few therapeutic measures which allow more impressive and dramatic successes: a patient, for instance, who is suffering from an acute attack of lumbago . . . and complains about unbearable pains, can be freed from his complaints, as with a wand, within a few minutes."

And these are just a few of the scores of astonishing results being reported on H3.

"The elixir for a youthful life."

But perhaps even more compelling is the actual testimony of people who use H3 . . .

One 61 year old user told one of America's largest newspapers, "I'm in my prime of life. I have no wrinkles. I'm spry. I'm in perfect health due to H3!"

Another 70 year old male said, "I'm not showing the normal signs of old age like balding. H3 is the elixir for a youthful life."

A spry, still beautiful, world-famous movie actress now well into her eighties, delightedly told millions of viewers on WCBS TV News that she has been using H3 for years!

Actually there are thousands of enthusiastic users in this country . . . famous actors and actresses, jet-setters, society people, and millions of others throughout the civilized world.

No ill side effects reported in 20 years of use.

Though H3 is new to America, it has been in use in over 80 countries for over 20 years by millions of people and administered by hundreds of medical doctors. Yet not a single untoward side effect has been reported!

Taken orally, it's not habit forming and the body does *not* build up a tolerance for it. So you don't have to take larger and larger quantities to gain its remarkable revitalizing effects.

It's so safe that England's conservative Dunlop Committee on Drug Safety, in certain respects the counterpart of our FDA, endorsed its merits and cleared it for general, over-the-counter distribution in 1966.

Indeed, it's sold over the counter in almost all 80 countries where it's available . . . is inexpensive . . . and is produced by dozens of pharmaceutical companies under various brand names.

How to find out more about H3 —and where to get it.

A new book has been published that tells the whole story of H3. It's called, *"H3 in the Battle Against Old Age."* It is written by one of the great medical reporters, Mr. Henry Marx, a user of H3 for 20 years who is a vigorous, active, youthful-looking man you would never believe is 66 years old!

The book tells you the whole exciting story of H3. It reveals what H3 is, what it does, and how it works to revitalize organs and reverse the aging process. It gives all the pertinent research and scientific facts you may want to show your doctor.

The book is easy to read, easy to understand and full of revealing medical facts and vital information you and your doctor should have. It includes a number of astounding case histories and before-and-after photographs that will convince you of this amazing drug's effectiveness.

Read about "miracles" like these . . .

Indeed, the case histories in this book read like miracles . . . old men and women become vital and alert again . . . symptoms of crippling disease vanish, often hair becomes dark again, stops falling or even grows back. Skin becomes less wrinkled, fresher, and healthier looking. Here are a few brief examples . . .

- An elderly, almost non-functioning man resumes normal life (page 173).
- A crippled arthritic walks without crutches (page 191).
- A 63 year old throws off symptoms of Parkinsonism (page 60, 182).
- A 112 year old becomes alert, interested, vital again (page 177).
- A serious emphysema-asthma case experiences lasting relief (page 193).
- Brown age spots disappear, skin regains elasticity, looks younger (page 188).
- Failing memory is greatly improved (page 169).
- Eyesight, hearing become sharper (page 52).
- Extremely bad psoriasis is cured (page 174).
- Sex drive is restored (page 52, 57).
- A bald person regains full head of hair (photographs, pages 82, 83).
- 2/3rds of ulcer patients show remarkable cures (page 139).
- and much more.

"H3 IN THE BATTLE AGAINST OLD AGE" may be of tremendous importance to you or a loved one, for it can show you the way to roll back years, enjoy more youthful zest for life, alleviate or even eliminate pain and disease all over the body, and prevent or clear up dozens of symptoms of advanced age.

"H3 IN THE BATTLE AGAINST OLD AGE" is now available on a 30-day, no risk trial basis from its publisher. It is *not* available in bookstores. You may send for your copy by returning the coupon. If you are not convinced that this is one of the most important, most meaningful books you have ever read, a book that can show you or a loved one how to revitalize your organs and reverse the aging process, return it at once and the publisher will promptly issue a complete refund, no questions asked.

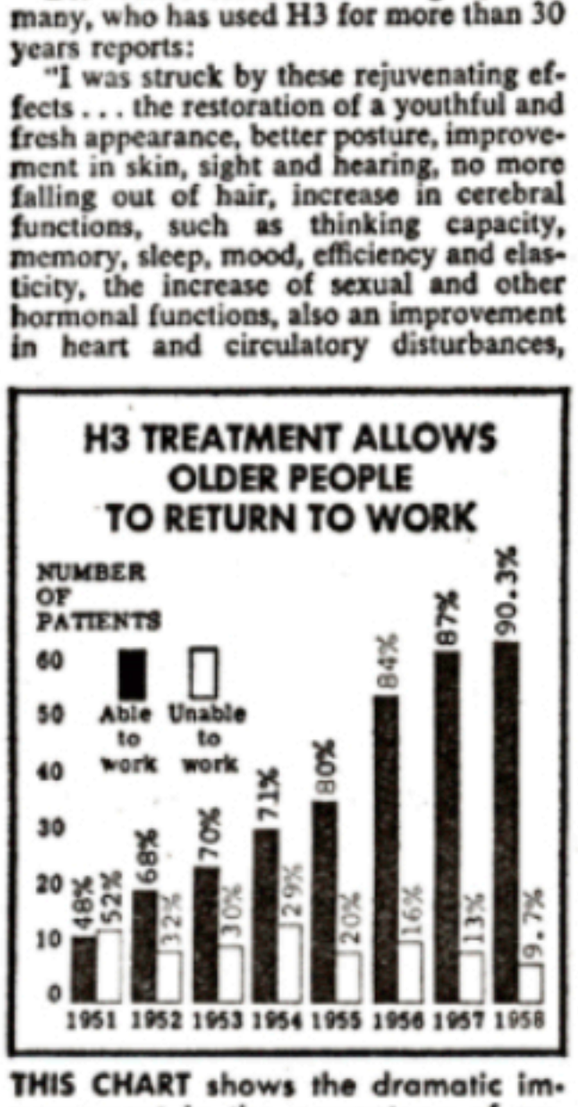
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advertisement

Doctors in Sweden say there IS a Cure for Arthritis

There IS a cure for arthritis...according to a number of Swedish physicians who have developed for this dread disease an unorthodox treatment which they have found to be notably successful.

This welcome news comes to the ever-growing number of sufferers from several health clinics in the mountains of Sweden, where a group of doctors are achieving impressive results with a method of treatment based on biological medicine. It is a method almost unknown in the United States.

Among these medical pioneers are men like Dr. Jern Hamberg, Dr. Lars-Erik Essén, and Dr. Karl-Otto Aly, physicians of high repute in Swedish medical circles. Their method of therapy requires none of the usual drugs and injections; instead, their experience indicates that it enables the body actually to cure itself of arthritis.

Now comes the book which, for the first time, reports to the American public on the cures of arthritis being achieved in Sweden. We would like to send it to you at our risk.

Paavo Airola is a Canadian naturopathic doctor educated in Europe. Although not himself an authority on arthritis, he has long taken an interest in this disease which afflicts some 17 million Americans. Airola recently spent several months in Sweden, visiting the health clinics where biological medicine is practiced. He conferred with their staff physicians, studied patient records, and interviewed former patients themselves. His book is a journalist's report on what he saw and heard.

Here are just two of the clinical cases which Airola investigated while in Sweden:

...Albin Vistrand, a Swedish farmer so crippled by arthritis he could hardly move his arms and legs. Twelve years of treatment with prosthetic devices, drugs, and X-Rays had availed nothing. Yet, after only one month at the Brandals Clinic, his pain vanished, his limbs regained mobility and he went home to work his farm—completely cured.

...Mrs. Kajsa Andersson, mother of five, who came to a clinic after five years of futile treatment by her own doctor. She arrived in frightful pain, so helpless she had to be carried to her room. Less than one month later she was discharged, showing no trace of the disease! Five years later, she still enjoyed the best of health.

Airola's book describes many such cases. "Our general experience," says Dr. Karl-Otto Aly, one of the physicians, "is that biological methods of treatment do affect the disease in a favorable direction and in many cases accomplish a complete cure."

"I have seen with my own eyes how patients with arthritis, crippled for years, have left their crutches and beds...and walked."

—says Paavo O. Airola, reporting on his visits to Swedish health clinics where biological medicine is making new advances in the treatment of arthritis. "Many patients with tears in their eyes told me of their wonderful experiences at the clinics. After a few weeks of simple and harmless treatments, the pain—from which they had suffered for years—disappeared, and their joints became mobile and flexible again."

In a book that holds a message of encouraging new hope, Airola describes the cures for arthritis effected by Swedish physicians who abjure the use of drugs in treating this disease. Instead of taking drugs, patients at the clinics in Sweden follow a prescribed regimen of light fasting, a purifying diet, and mild exercise, and in some cases, therapeutic baths and massage—all of which are described in this book.



ABOUT THE AUTHOR

Paavo Airola is a naturopathic doctor, educated in England, and a member of the British Guild of Drugless Practitioners.

A personal friend and student of Are Waerland, the famous Swedish pioneer of natural living, Airola has spent much time in Sweden studying the effects of environment on health. Of late, he has directed his attention to arthritis and the biological, drugless methods of treatment used in Swedish clinics to control this crippling disease.

A Public Statement by Paavo Airola:

"I claim no specific accomplishments in the medical field, nor do I profess to be an authority on arthritis. In this book I do not advance a new cure for arthritis....I merely present, as an informed, objective reporter, biological medicine's breakthrough in the treatment of arthritis. The real authorities behind the biological medical ideas presented in my book are Dr. Jern Hamberg, M.D., Dr. Lars-Eric Essén, M.D. (who wrote the Introduction), Dr. Karl-Otto Aly, M.D., and Dr. R. Watterson, M.D. These respected medical doctors and dozens of other biologically oriented doctors in Europe unanimously agree that the biological medical treatments for arthritis do affect the disease in a favorable direction, and, in many cases, accomplish a complete cure. They stand solidly behind the assertion that there IS a cure for arthritis."

from the Foreword by

A SWEDISH MEDICAL DOCTOR:

"Many patients have been restored to health through the practiced application of biological medicine after all the conventional treatments have failed. Biological medicine and naturopathic methods of treatment will come to the fore more and more as the successful alternative to conventional therapy; and for the afflicted who tried in vain conventional therapy, they present the only choice."

—Lars-Erik Essén, M.D.

These True Cases Prove That Arthritis CAN Be Cured

NOTE: in preparing this book, the author personally interviewed many former arthritis victims who had been treated at several biological clinics and institutes in Sweden. Here are some of the authenticated cures reported in his book:

She came to the clinic in a wheelchair...and left it dancing a polka

Mrs. F. G., 72, was totally invalided by arthritis, and diagnosed as an incurable case. Brought to one of the Swedish clinics, she had to be carried inside by attendants. Six weeks later she was released, in good health...dancing a polka on her way out the door!

He couldn't move his arms or legs—now he goes skiing

Karl Engberg, 46, was a lifelong sportsman who was struck down by rheumatoid arthritis. His joints were inflamed and swollen, his arms and legs almost immobile. After eight months of treatment, he was back on the ski slopes, completely cured!

Suffered for six years—cured in three weeks

Guldi Deiber, a young housewife, took drugs for six years to no avail. Her arthritis became steadily worse, and one drug impaired her eyesight. Yet treatment at the Bjorkagarden Clinic got rid of the disease in three weeks...one of the fastest cures on record.

Cured of arthritis in two months—no relapse ten years later

Martin Lindgren, 45, was bedridden with agonizing pain and badly swollen joints. After a series of futile drug treatments, he turned in desperation to the biological therapy given at Bjorkagarden. After two months there he went home cured...and ten years later still enjoyed wonderful health.

How The Swedish Program Of Natural Biological Therapy Works

As Airola reports on it, the biological therapy used in Sweden is surprisingly simple and natural. No drugs are permitted. The idea is to encourage the body to purge itself of the biochemical disturbances which seem to cause arthritis, thereby normalizing the metabolism, and restoring the proper function of organs and glands.

As Dr. Jern Hamberg of the Alfta Clinic told the author, "We don't cure patients—they cure themselves with our help."

The book describes the three basic steps in this program of treatment: controlled fasting, a special diet, and mild exercise. Quoting extensively from the doctors he interviewed, Airola explains:

- the decisive role of proper nutrition in effecting the cure; and the six rules of eating the arthritic must observe
- daily menus for breakfast, lunch, and dinner served in the Swedish clinics; with recipes for preparing these tasty dishes
- the simple forms of exercise prescribed for patients in Sweden
- why the arthritic must throw away his bottles of aspirin, and stop taking drugs like cortisone and ACTH
- what the doctors say about the effects of climate on arthritis; the high-protein diet fad; the role of constipation; and the value of food supplements in the diet.

Airola frankly admits that this method of biological therapy runs counter to the accepted wisdom in most American medical circles, where arthritis is still treated with drugs. But he feels the results achieved in Sweden speak for themselves.

"Arthritis sufferers," says Airola, "are brainwashed with propaganda that there is no cure for arthritis. But my book shows there is indeed a cure." If you would like to investigate the facts supporting that statement, we urge you to send for the book now.

Here Are Chapter-by-Chapter Highlights

- An Appeal to Members of the Medical Profession
- He Left His Crutches and Walked
- Kajsa Andersson's Lasting Cure
- "There Is No Cure"
- What is Arthritis?
- Why Conventional Remedies Fail
- The Program of Biological Treatment
- The Vital Role of Nutrition
- Health Paradise in Sweden
- How the Battle is Won: Greta Friberg's Story
- How the Battle is Won: Guldi Dreiber's Story
- Alfta Clinic in Northern Sweden
- Dr. Karl-Otto Aly: Exponent of Biological Medicine
- Eight More Actual Cases
- Can Fasting be Undertaken at Home?
- What Exercises are Best for Arthritis?
- Are Citrus Fruits Harmful?
- Cider Vinegar and Honey
- The Factor of Climate
- The High Protein Diet Myth
- Vitamin and Mineral Supplements
- Which Supplements Should You Take?
- The Role of Constipation in Arthritis
- Can Injuries and Physical Stress Cause Arthritis?
- Biological Clinics in Europe: Names and Addresses
- Recipes and Directions

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Mr, N. S. J.

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Many, many thanks for the tremendous satisfaction you've given me through your extraordinary methods of teaching me the easy way to self-improvement." Sincerely yours, Mrs. S. S.

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"My second conclusion is that in almost all cases the use of drugs in treating patients is harmful. Drugs often cause serious side effects, and sometimes even create new diseases. The dubious benefits they afford the patient are at best temporary. Yet the number of drugs on the market increases geometrically every year as each chemical firm develops its own variation of the compounds. The physician is indeed rare who can be completely aware of the potential danger from the side effects of all these drugs.

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The same priceless principle, and "FOOD medicine," healed a dangerous discharging ulcer that kept a man bedridden. *Don't miss this story (page 200) and the key paragraphs that follow it.*

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But Dr. Bieler wants you to prove to yourself, without risk, that *good food — not drugs — is the best way to new life, new health, new vigor!* Therefore, we allow you to read FOOD IS YOUR BEST MEDICINE for thirty full days — entirely at our risk. If at the end of that time, you are not convinced that Dr. Bieler's road to health is the RIGHT WAY, *simply return the book for your purchase price back!*

But, if you have thrilled (as we have) to this great break-through in health . . . and if you FEEL BETTER ALREADY because you have spent a few days following Dr. Bieler's nutrition methods, then simply keep the book as a lifetime, life-extending guide for yourself and all your loved ones.

Again, you read it from cover to cover AT OUR RISK! Why not send on the No-Risk Order Blank — TODAY!



About the author HENRY G. BIELER, M.D.

"I BELIEVE THAT NATURE, IF GIVEN THE RIGHT OPPORTUNITY, IS ALWAYS THE GREATEST HEALER . . . I often have been in disagreement with doctors who stuff the sick, exhausted patient with powerful drugs, and then are forced to 'remedy the remedy.'

"Early in my career, when my own health broke down, I investigated the dangers of drugs and the chemistry of foods. I came to the conclusion that I must give up drugs. It was not long until, after repeated, verifiable results, I discarded nearly all drugs in treating my patients.

"You can save a great deal of the money you now spend on pills and doctors' bills, and spend it on good food and fun."

After half a century of practice, Dr. Bieler attempted to retire but found the world beating a path to his door. He still is treating movie stars and miners, professional men and Pasadena dowagers, farmers and government officials. Many and many a person blesses this wise physician for health restored after it had been given up for lost . . . for making life full of joy and worth living.

Dr. Bieler holds the Tilden-Weger-Bieler chair of Dietetic Medicine, sponsored by Columbia University.

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Gentlemen: I want to try a copy of Dr. Bieler's FOOD IS YOUR BEST MEDICINE entirely at your risk. I am enclosing the introductory price of $5.98. I will use this book for a full 30 days at your risk. If not completely delighted, if this book does not do everything you say, I will return it for my money back.

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Secrets of timing your meals: The amazing balancing formula that may be all you need to insure waking up full of pep every morning — that may give you the healthy digestion you've always wished for.

How to have a healthy cholesterol in your arteries. (Yes, you **want** cholesterol in your arteries as a lubricant. Read what most people don't know about arteriosclerosis, and how the right food helps you avoid this death-dealing condition).

HOW TO LOSE WEIGHT AND STAY AT THE RIGHT WEIGHT with a food regimen that "reduces" you quickly and safely while it helps you get rid of body toxins and KEEPS UP YOUR HEALTH.

How to recognize YOUR OWN GLANDULAR TYPE — and the many ways you can adjust your diet to assist your good glandular function, male or female.

How women can get through the menopause with little distress — and no drugs — when their diet is right.

And much more! Only a small sample of the fascinating help this book gives you on almost every page. Read it — entirely at our risk — TODAY!

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Give Me One Evening And I'll Give You A Push-Button Memory

Yes! Here at last is your chance to gain *the super-powered, file-cabinet memory you've always dreamed about* . . . so easily and so quickly that you'll be astounded . . . AND ACTUALLY DO IT WITHOUT RISKING A PENNY!

Let me explain! I don't care how poor you may *think* your memory is now! I believe that you have a memory 10 TO 20 TIMES MORE POWERFUL THAN YOU REALIZE TODAY! I believe that your memory is working at a tiny fraction of its true power today—because *you simply don't know the right way to feed it facts!* Because you don't know the right way to take names and faces and anything else you want to remember—and *burn them into your memory so vividly that you can never forget them!*

Yes! Remembering is a trick! Powerful memories can be made to order—you don't have to be born with them! The secret of a super-powered, hair-trigger memory is as simple as tying your shoelace! I can teach it to you in a single evening! *And I'm willing to prove it to you without your risking a penny!* Here's how!



Would You Invest Three Hours of Your Time to Transform Your Memory?

All I ask from you is this. Let me send you—at my risk—one of the most fascinating books you have ever read. When this book arrives, set aside only one evening. Give this book your uninterrupted attention. *And then get ready for one of the most thrilling accomplishments of your entire life!*

Take this book and turn to page 39. Read eight short pages—no more! And then, put down the book. Review in your own mind the one simple secret I've shown you. *And then—get ready to test your new, AUTOMATIC memory!*

What you are going to do, in that very first evening, is this! without referring to the book, you are going to sit down, and you are going to write—not five, not ten, but TWENTY important facts that you have never been able to memorize before! If you

MEET HARRY LORAYNE "The human being with the most phenomenal memory in the world!" Harry Lorayne has lectured in front of thousands of American! Rotarians, Elks, Masons, Chamber of Commerce groups have all called on the amazing man to prove the business and social power of a strong, reliable memory! Lorayne's memory is so strong that he can remember the names, faces, addresses and occupations of over 700 different people in a single evening—after meeting each one of them only once!

And yet, a few short years ago, this man's memory was no better than yours! This man trained his own memory—he built the most fabulous memory in the world from scratch! And now he gives you the very same secrets he discovered and perfected himself! Memory Builders that work overnight! Secrets that can change your entire life in a single week—OR EVERY CENT OF YOUR MONEY BACK!

Read the thrilling details on this page! Try them—ENTIRELY AT OUR RISK!

FORMAÇÃO
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facts that you have never been able to memorize before! If you are a business man, they may be customers' orders that you have received . . . if you are a salesman, they may be twenty different products in your line . . . if you are a student, they may be the twenty parts of your homework . . . if you are a housewife, they may be important appointments that you have to keep tomorrow!

In any case, you are simply going to glance over that list again for a few moments. *You are going to perform a simple mental trick on each one of these facts—that will burn that fact into your mind, permanently and automatically!* And then you are going to put that list away. You're going to bed without thinking of it again.

And the next morning, you are going to amaze your family and friends! When you go down to business, you'll attend to every one of those orders—*automatically*—without referring to your memo pad! For perhaps the first time in your life, you'll be able to plan *ahead your entire day*—automatically, in your own mind—without being a slave to reminders, or notes, or other "paper crutches!"

Yes! And you'll amaze your friends by remembering every product in your line—backwards and forwards—in the exact order that you memorized them! You'll keep every single appointment on time—*because one appointment will automatically flash into your mind after another—at the precise moment you need them—exactly as though you pushed a mental button!*

All this—in a single evening! Here is a gift that will pay you dividends for as long as you live! *A simple trick . . . a simple secret of burning facts into your memory that may change your entire life!*

Suddenly, Whole New Worlds of Self-Confidence Open Up for You!

But this is just the beginning of the "miracles" you can perform with your memory! This secret is just one of the over 50 MEMORY INTENSIFIERS contained in this book! You have seen men and women use these exact same methods on television to astound you! *But you never knew how incredibly simple they were—once you learned the inside secret!*

For instance—REMEMBERING NAMES AND FACES! How many times have you been embarrassed, because you couldn't remember the name of the person you were talking to . . . or introduce him to a friend! *In as little as one short week after you receive this book,* how would you like to walk into a room full of TWENTY new people . . . meet each one of them only once . . . *and then remember the names—automatically—for as long as you live!*

Yes! These names and faces are filed in the storehouse of your memory—permanently! Whenever you meet these people on the street . . . whenever you bump into them at the club . . . whenever they drop in unexpectedly at a friend's house—*the instant you see their face, their name pops into your mind automatically!* There is no hesitation, no embarrassment! *By the time you can reach out to shake their hands, your memory has delivered all the important facts you need to please them!*

Think of the advantage in business—when you can call every customer by his first name—and then ask for his wife and children, instantly, by *their* names! Think of the impression you'll make when you ask him about the state of his business, about his hobbies, when you even repeat—almost word for word—the last conversation you had with him! Think of becoming a celebrity at your club—as the member who "knows everyone" . . . who can be depended upon to avoid mistakes, to win new friends for the organization, to get things done!

But this is still just the beginning! This book teaches you to *remember exactly what you hear and read!* It gives you the confidence you need to make an important point at a business conference . . . to back up your opinion in discussions . . . become a *leader* in conversation, with dozens of interesting facts at your fingertips!

This book teaches you how to memorize a speech, or a sales presentation—in minutes! It teaches you how to remember every card played when you relax at night! It can improve your gin, or poker, or bridge game by 100% in a single week!

This book shows you how to improve the depth and force and power of your mind! It shows you how to double your vocabulary . . . learn dozens of ways to burn new words into your memory . . . learn their meanings without looking them up . . . repeat entire phrases, sentences, paragraphs from the great writers! You'll be able to learn a foreign language almost overnight—at least three to four times as quickly and easily as you could without this system! You'll be able to hear a joke, story or anecdote only once, and then repeat it in the same hilarious way!

Yes! And most important of all, this book will show you *how to professionally organize your mind*—do what you have to do in *half* the time! You'll remember dates, addresses, appointments—automatically! You'll carry dozens of telephone numbers in the file-cabinet of your mind! You'll stop going back over work two or three times because you'd forgotten something! *Let me send you this book—and prove these facts in one short evening—OR IT DOESN'T COST YOU A PENNY!*

Try It Entirely at My Risk!

The name of this book is HOW TO DEVELOP A SUPER-POWER MEMORY! I believe that this book is revolutionary—because it proves, once and for all, that memory improvement *can* be fun . . . it can be exciting . . . it can be passed from one person to another—automatically!

This book is a word-for-word copy of my regular mail-order course, which I sell for $25. However, the book costs you only $3.98! *And I want you to try this book—in your own home—entirely at my risk!* Here's how!

First, try for yourself the experiment I have described in this article! *See for yourself the almost-unbelievable results in the very first evening alone!* And then, continue to use the book for an additional week! In this very first week alone, if this amazing book doesn't do everything I say . . . if it doesn't give you a file-cabinet memory—no matter what your age—no matter how poor you may think your memory is today—*then simply return the book for every cent of your money back!*

You have nothing to lose! Act TODAY!

Even the Experts Cheer!

From the top newspapers in America! Enthusiastic raves of Harry Lorayne's new automatic memory improvement! Read what top, hardboiled critics say about this man—and his wonderful method.

Robert Coleman, New York Mirror, May 23, 1957 . . . a swell party . . . The stellar entertainer was Harry Lorayne, billed as "The man who has the most phenomenal memory in the world." After watching Harry at work, we were inclined to agree with that statement!

Ruth Sussie, WNNT, Virginia . . . this book is fascinating reading . . . Harry Lorayne states this emphatically . . . THERE IS NO SUCH THING AS A POOR MEMORY . . . ONLY A TRAINED OR UNTRAINED MEMORY. He shows in this fascinating book how to easily train your own memory to retain facts . . . figures . . . places . . . people and whatever you wish to remember . . . how to quickly memorize speeches or facts that you wish to remember for future use . . . I found HOW TO DEVELOP A SUPER-POWER MEMORY an experience in reading.

Ed Colling, Pennsylvania Intelligencer, April 5, 1957 . . . Have you ever wished you had a better memory? That you could remember names, places, things? Well, Sir, a new book just out is guaranteed to improve your memory and you will be able to amaze your friends with your feats of memory . . . "HOW TO DEVELOP A SUPER-POWER MEMORY," by Harry Lorayne. The author can call more than 720 persons by their first name after meeting them for the first time . . . The book contains the secret on how to be a good remembrer . . . If you're having trouble remembering a phone number or an anniversary give this book a try. It could make you happy, successful, rich.

MAIL NO-RISK COUPON TODAY!

MEMORY RESEARCH CORP., Dept. HL-13
132 West 21 St., New York 11, N. Y.

Gentlemen: Yes, I want to try a copy of Harry Lorayne's amazing new book HOW TO DEVELOP A SUPER-POWER MEMORY—entirely at your risk. I will pay postman only $3.98 plus low C.O.D. charges. I will use this book for a full ten days at your risk. If I am not completely delighted . . . if this book does not do everything you say, I will simply return it for every cent of my money back.

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Hollywood Plastic Surgeon's amazing new book shows how any woman over thirty

Can Look Years Younger, Pounds Lighter

in ten short days!



FROM Hollywood, California, comes what is perhaps the most thrilling beauty news of our generation.

From this moment on, forget everything you have ever heard or read about what "age must do" to your appearance. Forget anything you have believed about how "old" you "must look" at thirty . . . forty . . . fifty . . . or even sixty.

Because—starting with this moment—you are about to enter into a new world of beauty! A world where ordinary fruits are transformed into anti-wrinkle cosmetics. Where a simple daily motion with your chin could take years off the appearance of your throat and jawline. Where a six-second trick with your breathing may erase up to one inch from your hip measurement and your waist measurement in those first six seconds alone.

You have probably never even dreamed that these wonder-working techniques—and over seventy more—ever existed at all. But now they are given to you to prove without risking a penny. Given to you by the very man who has spent over twenty years of time devoted exclusively to helping some of America's most glamorous women forestall nature . . . control aging . . . stay young far beyond the commonly accepted years of youth!

When an Aging Movie Star Makes You Plead: "How Does She Look So Young?" Why Not Ask Her Doctor?

The name of this man is Dr. Robert Alan Franklyn, internationally known cosmetic surgeon.

Although you may never have heard of him by name before, you may see his results often when you go to the movies or switch on your television sets.

That magnificently beautiful singing star from World War II days, who now is seen often on TV—you know she must be getting old. How can her body be so young, so slim, so graceful. How can her face be so unlined and glowing? How does she seem to laugh at the very years that destroy other women?

Read the thrilling answer below

That world-famous actor and athlete, who didn't seem to have aged a day over many years—that seems only to have grown more handsome, more virile, more attractive with each passing year—how did he defy the wear and tear of time?

Read the thrilling answer below

Or that ravishing lovely national beauty contest winner you've watched in the pages of your newspaper for almost as long as you can remember. How does she maintain her figure? What does she do that prevents weight from forming on her body? And what prevents age from etching her skin?

Read the thrilling answer below

Yes—dozens upon dozens of other celebrities whom you would recognize at a glance—seek out these secrets of long-lived beauty and youth!

And now this book gives you knowledge that these men and women traveled the world to learn. Over seventy-seven ways that you can use toward softening the effects of time . . . free your appearance from **the prison of your calendar age . . . help bring back the exuberant glow of youth to every inch of your face and body!**

For Example: To Start With—

In the very first hour alone, you are brought into an entirely new world of natural cosmetics—cosmetics whose incredible ingredients have been actually used to help heal wounds!

Here, for perhaps the first time, are cosmetics that use the true, beauty-restoring powers of nature itself to combat wrinkle-causing dryness . . . **help smooth out that skin and crease lines by providing vital moisture that the skin would otherwise inevitably lose when you pass 30 or 35.**

These cosmetics are made from nature's own flowers and fruits. They cost practically nothing. You can make them to perfection in minutes with any household blender. **And this is what they can do for you!**

The can clean your skin without detergents—increase the benefit you get out of your cleansing cream at night in seconds.

They can invisibly guard your skin against sun and wind and other elements in the air—help give your entire skin, all day, that lovely, healthy glow it would formerly, take on only after a brisk walk or a full day in the open.

They can give you glorious shine to your hair without one extra motion in your regular shampoo—can make bleached or colored hair look radiant.

They can give you a nature-pure beauty mask that will completely relax you in just fifteen minutes—that will help draw out impurities from your skin, and help refreshen it in just fifteen minutes.

They can give you an entirely new way to take a sun bath next summer—spending less time to get more tan—a tan that lasts longer—and that's yours, without ugly peeling, or flaking, without freckles, without wrinkles, without pigment spots.

And this just the beginning of what these cosmetics can do for your face alone—in the privacy of your own home—without risking a penny.

Just Wait Till You Try This—5 Simple Face-Saving Exercises That Affect the Same Areas That Go Into a Face Lift

Now this unique book gives you information concerning amazingly simple facial movements that take as little as thirty seconds each, that help to bring that tired chinline back into shape . . . help give you a firm jawline . . . a well-defined and smoother throatline . . . even, if necessary, may help to improve that drooping contour that plagues so many women as they grow older!

Plus professional Hollywood make-up secrets that may have your husband gasping with delight the first time you use them. How to blot out shadows, especially under the eyes. Narrow a thick nose or wide jawline. Create fascinating high cheekbones. Look sunkissed and natural.

Plus a brand-new way to take a bath that soothes your nerves . . . makes your skin feel silken and smooth all over . . . **even smoothes those unpleasant rough spots on the soles and heels of your feet.**

Plus—and perhaps the most important of all—a complete section on trying to bring back the slim, young, graceful body you had as a bride—right down to getting rid of those tragic little ridges of loose flesh that may be developing on your hips, waist and thighs today!

How to Take Years Off the Appearance of Your Figure in as Little as 10 Days

The brand-new NATURAL Crash diet—the simple secret of how many a Hollywood figure stays that way. That virtually eliminates hunger pangs . . . starts you in a few thrilling days beautifully on your way to figure reducing.

Plus incredibly delicious, health-packed "Hollywood diet meals" you may never have dreamed existed. The new meat loaf. vegetable brown rice, stuffed grape leaves . . . a completely new kind of beef Stroganoff, steakettes Hong Kong, Potpourri Hors d'Oeuvres . . . cheese and walnut loaf desserts and others—more mouth-watering full-sized dinners that are specially designed to aid your body and figure.

Plus the ten-second tummy-tightener—that builds your own natural girdle—that may stun your husband the very first week you use it.

Plus "sweater girl" exercises. Exercises that you use to slim down hips . . . to help contour the limbs, especially **those soft inside thighs that could ruin your figure in a bathing suit.**

Plus entire sections on how to sit, stand and walk as youthfully and gracefully as a top fashion model . . . tricks of Hollywood voice coaches, for putting electricity into every word you say . . . **over 250 fascinating pages**—jam-packed with thrilling new ideas on beauty, vitality and youth—yours to read from cover to cover in your own home without risking a penny!

Starting today this unique book by an internationally-known plastic surgeon will show you 77 ways towards making your face and body look younger, slimmer, far more beautiful than you have ever dreamed!

And you will do it often using nothing more than ordinary tap water, your own ten fingers, and the contents of your refrigerator.

Read It at Our Risk! Prove It at Our Risk!

Over twenty years went into the development of these techniques. The great majority of them are probably completely unfamiliar to you today. Once you put them to work, the results may be so startling—that you may find it hard to believe the difference in your appearance alone!

The name of Dr. Franklyn's book is, of course, THE ART OF STAYING YOUNG. Its cost is only $4.98 complete. It is sent to you without the slightest risk on your part. You read it for ten full days. If you are not delighted at the end of that time, **simply return it for every cent of your purchase price back.**

You have nothing to lose. A whole new world of beauty to gain. Send in the No-Risk Coupon below TODAY.

MAIL COUPON TODAY!

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125 East 41st Street, New York 17

Gentlemen: Yes, I want to try a copy of Dr. Robert A. Franklyn's amazing new book THE ART OF STAYING YOUNG—entirely at your risk. I am enclosing the low introductory price of only $4.98 complete. I will use this book for a full ten days at your risk. If I am not completely delighted . . . if this book does not do everything you say, I will simply return it for every cent of my money back.

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How to Defend Yourself Against the HUMAN PARASITES Who Want to Rule Your Life!

BEWARE ESPECIALLY OF THESE FOUR TYPES OF HUMAN PARASITES!

There are two types of people in the world: the Givers, and the Takers. For every Giver, there are a hundred Takers. They are constantly trying to latch on to you . . . to make you carry them on your back . . . to force you to give meaning, and value, and direction to their lives.

The Takers have a hundred different disguises—a hundred different "hidden strategies" to force you to become their constant servant. Your first task, therefore, if you want to achieve your own goals and not theirs, is to UNMASK them . . . to expose the hidden selfishness behind their socalled "noble motives" . . . *and to throw them off your back, and onto their own feet, for good!* This book unmasks them, one by one, for you like this—



THE PERFECTIONIST:

May be a man or woman — wife or boss or fellow-worker. *Always sets impossible standards for you to follow.* Therefore, sets himself up as the Judge of your life . . . always makes sure that you will never succeed—that every one of your achievements will fall short of his "standards"—and that you must endlessly keep trying to please him. *You break his hold on you with one simple device. It is given to you on page 190*



THE INJUSTICE-COLLECTOR:

Controls you by continually giving you guilt. Manufactures incidents in which you are trapped into hurting his (or her) feelings. Then makes you pay for "forgiveness" by doing exactly what he wants. *This trap is so subtle that you can only break out of it at one point. That point is shown to you on page 132*



THE HUMAN SWAMP:

Never stops telling you how "weak" and "passive," and "dependent" she (or he) is. You are the "strong" one—supposedly—until you try to get her to do something for herself. Then nothing happens . . . she refuses to move a finger . . . develops all kinds of reasons and "illnesses" so as to not help herself—until finally, in desperation, you do it for her all over again. *You cannot throw many of these people out of your life—either you are married to them, or they are related to you — but you can SHOCK them into independence at last by using the technique given you on page 227*



THE LOVE DOMINATOR:

Perhaps the most vicious of all. First "loves" you—then destroys you. Makes you pay for every ounce of "affection" with little pieces of your life. Has several sub-varieties, including: Friendships that hurt, and never last. Families that smother their own children. Passionate "romances" that settle down overnight to a lifetime of domination, exploitation, and continuous cutting-each-other-down. *This one person alone can make your entire life a living hell. There is only one real solution (and it is NOT separation). You'll find it on page 103*

THE GREATEST SIN OF ALL— THE SIN OF OBEDIENCE

These Exploiters are universal; they intrude in every life. Therefore, every man or woman ever born has one fundamental problem above all others: *How to pry open the clenched fists that these kind of people wrap around you!*

This book is a text on doing exactly that. It is far simpler than you have ever dreamed, *once you learn the reason why YOU GIVE THEM THE POWER TO DOMINATE YOUR LIFE!*

The choice is up to you: You can enjoy others, or you can let them turn your life into a constant agony. *The key to such a choice lies in this book. Why not read it from cover to cover, at our risk, TODAY!*

This may be the most important (as well as painful) advertisement you have ever read. It is based on three simple facts:

(1) Most people spend 90% of their time doing what other people want them to do—instead of what they want to do themselves.

This is Robot-Living. And there is a way to break out of it for good.

(2) Most people are haunted by self-destructive feelings they don't understand—feelings that frighten and depress them. For example: The constant fear that other people are somehow "better" than you. Or that you are now, and will always remain, a "second-class citizen" in life. Or the crushing realization that you always feel "poor" no matter how much money you earn, and always feel "inadequate" no matter how great your accomplishments.

These are Robot-Feelings. They are emotional leftovers from your childhood, and are completely out of place in your adult life. In a moment, you will learn how to get rid of them for good.

(3) Because of these two crippling pressures—the attempt of other people to constantly exploit you, combined with your own self-destructive feelings of inferiority—you (like most other people) spend your life in an emotional prison instead of a palace. You allow yourself to be surrounded by enemies instead of friends. You accomplish only a fraction of what you are really able to accomplish. You find yourself constantly driven away from the real enjoyments, the real achievements, the real meaning of your life.

Once again, this is Robot-Living. And there is only one way to change it. Not by "will power". Not by psychoanalysis. Not by digging up the dead memories of your childhood.

But by this:

A New Kind of Psychology, That Says: "Forget Your Past, Forget Your Feelings of Inadequacy, AND TAKE FULL COMMAND OF YOUR LIFE—TODAY!"

UNLEARN the mental habit that makes you automatically *magnify other people's importance*—and you will escape from their domination for good.

UNLEARN the mental habit that makes you automatically *feel small when you meet an important new stranger*—and you'll have twice the impact on him, from the very first word you speak.

UNLEARN the mental habit that makes you *depend on other people to ration out little pieces of love, respect, enjoyment and "success"*—*and you can go out tomorrow and carve out as big a slice of life as you can swallow!*

In fact, this New Psychology is so drastically different *that it will actually RE-SHAPE your idea of what words like "love" and "respect" and "success" actually mean.* It will expose deadly psychological traps in these words, that have been condemning you to chase fraudulent, empty goals all your life. It will show you how other people use these *very words, to control your every move by threatening to deprive you of them.*

The main goal, in brief of this new Psychology is LIBERATION—FREEDOM FOR YOU FROM FALSE FEARS AND FALSE FRIENDS! Because of this goal, the startling new book which brings this Psychology to you—to read from cover to cover entirely at our risk—is actually titled BEYOND SUCCESS AND FAILURE.

There are people, of course, who are trapped so tightly by these double pressures that their lives are squeezed into almost complete disaster. These are the chronic failures — or the alcoholics — or the compulsive gamblers — or the thousands of men and women who are continually forced to stuff themself with food till they swell up like balloons.

But here is the all-important point: Even these self-destructive addictions—that have dominated these people's lives for years—that have been almost invulnerable tb ordinary psychological treatment—have seemed to disappear *of their own volition* when these people tried a new kind of *Negative Self-Therapy* on them!

This new kind of Psychology is both startling and simple, and incredibly effective. In essence, it says that:

In order to escape from this double-pressure—*for good—you need not learn anything at all!* No rules—no formulas—no lessons at all.

Instead, what you have to do is this! *UNLEARN the mental habits that are keeping you a psychological slave today!*

Here are just a few of the traps it can free you from—starting with the very first evening you open its cover:

The Only Real Way to Win Other People's Hearts and Minds! BY SATISFYING YOURSELF FIRST!

One word of warning, however: This book is full of paradoxes. Statements (like the one above) will seem ridiculous at first glance—perhaps even frightening. But then, as you read on, *they will reveal themselves to be filled with the deepest and most ingenious truth.*

For example:

Page 215 shows you why you must NEVER try to justify yourself when someone belittles you. And how to destroy their attack *by doing nothing.*

Page 66 shows you why the person who is trying to overwhelm you with their importance, *is actually begging you for the one thing all their money can't buy.* And why, if you know the right way to look, you will actually find such a person *"naked under their mink coat."*

Page 24 shows you why fear, hate, anxiety are NOT true emotions in themselves, *but are the disguises inside you for another, hidden emotion from your childhood.* And why, when you unmask this underlying childhood-delusion, *fear of others seems to disappear overnight.*

Page 178 shows you why when you feel "guilty" about a bad habit, *you double its power to make you repeat it again.* And page 181 demonstrates that *no amount of will power* is of the slightest use in giving up those bad habits. And why, if you want to break them for good, you have to *relax yourself out of them.*

And then, starting on page 194, you are forced to confront the supposedly "Unsolvable" personal problems that are turning your life into a shambles—*and learn why they may actually be the easiest to solve of all.* Again, you are shown the paradox that the more years such a problem has plagued you—and the "messier" you believe it is now—*then the quicker the true solution can take over. ONCE YOU STOP FIGHTING THE PROBLEM, AND LET IT BEGIN TO CURE ITSELF!*

Read It From Cover to Cover Entirely At Our Risk!

Plus so much more that we cannot even begin to outline it for you here. *This book is worth reading*—and we ask you to read it from cover to cover entirely at our risk.

One point must be made again, however: *This is probably the simplest—and most beautiful—book on psychology you have ever read.* This New Psychology believes that we are NOT bound by our past, but can be immediately rid of it—IF we have the courage to follow a few simple NEGATIVE rules. These rules can be—and are—stated in language a six-year-old child can understand. They can be grasped immediately—put to work in your life immediately.

And they work. They are literally a new way to meet, and overcome, the painful and destructive situations other people (and ourselves) set up for us. They are hard-headed and rudely-realistic. And if you have the courage to try them, they can make a breath-taking difference in your life *tomorrow!*

Why not prove this to yourself—entirely at our risk—by sending in the enclosed coupon—TODAY!

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Gentlemen: Yes, I want to try a copy of BEYOND SUCCESS AND FAILURE by Willard and Marguerite Beecher entirely at your risk. I am enclosing the low introductory price of only $5.98. I will use this book for a full thirty days at your risk. If I am not completely delighted . . . If this book does not do everything you say, I will simply return it for every cent of my money back.

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FORMAÇÃO
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WRITER

How to Give Your Child the Top Grades in School He Deserves!

Yes, here is your chance to make such a difference in your child's performance in school that the teacher may actually call you up to see what happened.

And you can do it in a surprisingly small amount of your time every day. Here's how:

By EUGENE M. SCHWARTZ, President
Executive Research Institute, Inc.

Let me explain. I believe it makes no difference whether your child is six years old or sixteen—boy or girl—in grade school, high school or college. It makes no difference—how difficult it is for him to concentrate . . . how poor his memory may be . . . how much a prisoner he is of crippling mental habits . . . how frightened he may be of mathematics, or grammar, or social studies, or even the most difficult science course.

I believe that your child's mind is working today at only HALF its true power—simply because he has never been taught the correct way to make his subjects half-teach themselves.

Simply because he has never been shown the newly-developed techniques of Speed-Reading, that are taught in universities all over America today, and that have him skimming through his printed work as much as twice as fast as he reads today, with far better understanding of every word he reads.

Simply because he doesn't know the right way to rephrase the problems he is given in mathematics, so clearly and logically that these problems virtually **half-solve themselves**, before he even begins to work on them.

Simply because he doesn't know the right way to prepare for his tests—so thoroughly that he may actually be able to anticipate up to 85% of the questions that his teacher will ask him on that test—**possibly right down to the very phrasing that the teacher may use on those questions.**

POWER-STUDYING CAN BE LEARNED. YOU CAN TEACH IT TO YOUR CHILD YOURSELF, IN FAR LESS TIME THAN YOU EVER BELIEVED POSSIBLE.

Yes, Speed-Reading can be learned. Complicated problem-solving . . . memorizing facts, figures, even whole lessons . . . taking the sting out of tests—all can be learned. The top grades—the brilliant performance in school that your child deserves, **can be taught to him;** he doesn't have to be born a genius to achieve them.

You, yourself, can coax these top grades out of your child. You can do it by showing him the right study techniques. Study techniques developed by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America.

Study techniques that you and your child probably never dreamed existed. Study techniques so effective that I'm willing to prove them to you in your own home, without your risking a penny.

Here's how:

THE FIRST WEEK AFTER YOU USE THIS BOOK WITH YOUR CHILD, YOU MAY MARVEL AT HIS IMPROVEMENT.

All I ask from you is this. Let me send you, at my risk, what I believe is one of the most fascinating books you have ever read. When this book arrives, set aside a few minutes each day from the following weekend. Glance through its pages. Get ready to see for yourself the heart-warming new performance your child can give you in his homework, **once you give him the proper mental tools to work with.**

For example:

Does your child make the same spelling errors, over and over again?

Then turn to page 125 . . . teach him three delightful shortcuts that burn the correct spelling of those problem words into his mind . . . and watch him, from that day on, write those former "troublemakers"—letter-perfect—as easily and naturally as he writes his own name.

Does he have trouble finding the correct words to express himself in class?

Then turn to page 35 . . . glance over the fascinating word game you find on this and the following pages . . . play this game with your child for a few minutes each day . . . and then watch the excitement on his face as he discovers that he now has hundreds of powerful new words at his command—to make his recitations sparkle—to build thought upon thought correctly and dramatically—to really show off the talent and knowledge he has inside him, when his teacher asks him a question.

Are needless mistakes causing him to continually trail behind his class in mathematics?

Then learn at once the simple technique described on page 150 . . . teach it to your child . . . make sure it becomes second nature to him . . . and see for yourself that he now makes up to 39% fewer errors in those mathematics tests—up to one-fifth better grades—all from one carefully-thought-out change in his work habits that can pay him dividends for the entire remainder of his school career.

Yes. And does he freeze up in tests? Forget material he knew perfectly the night before? Run out of time and leave as many as half the questions unanswered?

Then get ready for one of the most satisfying half-hours of reading you have ever known, starting on page 208. For here is a complete armory of test-passing techniques—that help remove crippling nervousness and tension from your child—that take the trickery out of double-meaning test questions—that show him how dozens of test problems actually help him solve each other—**that give him the tools he needs to face that test with all his carefully-prepared right answers, RIGHT AT HIS FINGERTIPS, ready to write down the moment he needs them.**

READ IT FROM COVER TO COVER AT OUR RISK.

Yes, here is a practical, easy-to-read book on improving your child's grades in school that really works. It is meant for every child—six years old or sixteen—boy or girl—now enrolled in grade school, high school or college.

It brings that child—for the first time between the covers of a single book—powerful new study techniques that you may never have dreamed existed before. Study techniques developed by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America.

Included are rapid-study techniques that can produce up to twice as much homework from every study hour. Speed-reading techniques, that cut through waste wordage and pick out the core of an assignment.

Word-building techniques, that may double your child's vocabulary in a single school season. Clear-writing techniques, that let him put his thoughts down on paper, clearly, forcefully and correctly. Problem-solving techniques, that give him the answer to a surprising number of "problem-within-a-problem" math quizzes, even while many of his classmates are struggling alongside him to find out where to get started.

And—above all—a complete armory of test-passing techniques—that can turn D's and C's into B's or even A's; That can turn 60's or 70's or 80's into 80's or 90's or better. That can unlock the true, natural ability of your child to master facts—that may be tragically half-wasted today!

TRY IT AT MY RISK FOR A FULL 10 DAYS.

The price of this revolutionary new book is only $4.98. But it is yours to read without risking a penny. You prove it to yourself at our risk for ten full days. It must do everything we say, or simply return it at the end of that time for every cent of your money back immediately.

You have nothing to lose. Your child has a whole new world of achievement to gain. Send in the No-Risk Coupon below—today!



EUGENE M. SCHWARTZ

When a father worries about the kind of education his son is getting in school—and when that father is also president of a publishing company that specializes in modern learning methods—then sparks really fly.

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in dextro-learning, the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public, books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not adopt these incredibly powerful learning breakthroughs to the problems faced by children of all ages in their classrooms? This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says. "I couldn't rest until I did it myself."

VITAL NOTE!

To gain its wonder-working benefits for your child—there is absolutely no need for you to read this revolutionary new book from cover to cover!

This is not a textbook! Not a study manual! There are no lectures—not a single "blue-sky" theory to ponder over or memorize, in this entire book!

Instead, it is designed to give IMMEDIATE HELP—OVERNIGHT HELP—to the exact problem areas that are blocking your child's true progress in school today!

It pinpoints that problem for you INSTANTLY! Directs you to the real cause! Shows you concrete, step-by-step short cuts you can take—that very moment—to overcome that problem! *And gives you the wonderful thrill of seeing your child start to replace error and confusion with masterful performance—RIGHT THEN AND THERE—RIGHT BEFORE YOUR VERY EYES!*

Prove it yourself—entirely at our risk! Simply browse through this book at our risk for ten days! Use its wonderworking secrets to give breathtaking improvement to your child's ability in reading, writing, spelling, fractions, science, expressing himself—*any problem at all that is holding your child back in school!*

If you don't see breathtaking improvement in those first few days along—if you aren't absolutely amazed and delighted—THEN THE ENTIRE EXPERIMENT DOESN'T COST YOU A PENNY! Simply send back the book, and every cent of your money will be returned to you immediately!

You have nothing to lose! Act TODAY!

READ THESE THRILLING TESTIMONIALS!

From Reviews and Letters Received From Teachers and Private Tutors

(We regret that we do not have the space to reproduce them in full)

"Any experienced teacher is well aware that many students do not do well in school simply because they have not mastered basic study techniques. To parents who are concerned about how they can help their children improve their school work, I recommend Eugene Schwartz's book. Mr. Schwartz has outlined a number of simple techniques which assist greatly in organizing a student's day to day tasks in the classroom. The author emphasizes ways of improving reading, writing and mathematics, which is where the emphasis belongs. Most important, the author shows how parents can play a positive role in helping a youngster to plan his studies. I especially recommend Mr. Schwartz's section on 'Digging Out the Facts—Reading' which comprises the key to the book." **L. W. Block**
High School Guidance Counselor and Social Studies Teacher
Livingston, New Jersey

"I am a retired teacher—who, after 35 years as a regular in Michigan, continues as a substitute and tutor . . . I like your book for selfish reasons, primarily! It vindicates my 45 years of practice! Your ideas belong IN THE SCHOOLS.
My philosophy as a teacher has been that there is something in every pupil that sets him apart, makes him an individual capable of succeeding in some sphere better than any other person around him . . . I long ago discovered the knack of making somebodies out of 'nobodies' . . .
This summer I tutored a boy who had failed in Math and earned a D (70 or less) in English in the eight grade . . . What he needed was positive aims . . . self confidence. He was accustomed to considering himself 'stupid' . . .
This fall, he is not concerned with passing—he is going after A's! . . . We have a new boy on the way! His parents are going to receive instructions for helping him every day—thanks to you . . .
When I get this boy on the track to a self-propelled 'A' student, I plan to suggest that the Board of Education take similar action with all their failures and prospective dropouts . . .
However, this letter is to commend you for your book. To tell you how much I approve, like, recommend it—and a few whys—
When my student got his first 100 in Math he bragged about it to his parents. Constant praise (as mentioned in the book) raised him from 50 — to 60 — to 70 — to 80 — to 90 — and then to his 100! Along the way I showed him where his 70 could have been 80—how he had been needlessly careless—keep his mind on his job . . . He is learning—Now!" **S.R.W.**
Orlando, Florida

"The singular, striking, overwhelming distinction of this book is the approach of giving parents a way to help.
I'm convinced that any parent could take this book, and measurably improve his child's grades." **G. R. Benson Jr.**
High School Teacher of Art
Madjen, N.J.

"Your book helped us to say, in a better way, some of the things we have been saying to parents for some time.
For an interesting experiment in Duval County (Florida) public schools, would you give us permission to reprint approximately 13,000 of your introduction to your book, for distribution to the home of each first grade pupil." **Mr. & Mrs. J. C.**
Jacksonville, Florida

"Mr. Eugene M. Schwartz's book has come at a most opportune moment. We live in a world where test marks are probably the most important factor in the educational future of the child.
This book, lucidly and excitedly, because you feel a sense of optimism as you read, teaches the parents how to aid their children to achieve academic success by proper study, memory, and test-taking techniques.
The author of this book, in both the English and Mathematics sections, explains in a clear and logical sequence how the parent, with patience and gentle guidance, can assist the child to learn those various techniques that will mean a higher average in all his school subjects.
The format of this book is excellent, with its clear chapter headings, italicized phrases, significant capitalization, and lucid summaries for each chapter.
It seems most practical to assume that with early preparation in the areas of English and Mathematics, the child will be fully prepared to take the College Board Exams successfully and to move on toward his chosen career with a spirit of confidence.
Mr. Schwartz has performed a valuable service with his important book." **Bernard Halperin**
Teacher-Counselor
Newark, New Jersey

"Your book, 'How To Double Your Child's Grades in School,' is a very interesting and informative book which I enjoyed very much. I have studied this book in every detail and found it very challenging in its concept and teaching methods. It is well worth the small investment." **Mr. A.**
Private Tutor Dealing With High School Students
Wareham, Massachusetts

"It is an excellent book on how to study." **Mrs. M.**
High School Teacher of Latin and English
San Antonio, Texas

"After reading your book, I feel that it is an exceptionally worthwhile item to offer to parents who have purchased our Phonics Course. Therefore, my initial intent is to send literature on your book to these parents." **J., President**
Audio Education System
Massapequa, New York

From Parents Like Yourself (and their children):

"The book, 'How to Double Your Child's Grades In School,' has just arrived. I am delighted with it, and will send it on to our son as soon as I can bear to part with it." **F.V.C.**
Washington, D.C.

"I thought you might be interested to know that all of my children have had difficulties with their school work in certain areas. We have tried most everything that we could think of to help, but it never seemed that it helped too much. We have talked to teacher after teacher and all they ever seem to say is that they are smart but they are not producing. They never seem to be working up to their capabilities. No one has been able to really produce a concrete solution until now. My mother-in-law sent us this book. I only received it today and I have only read one-third of it but it just sounds like the answer to a prayer. I am only sorry we did not have it years ago." **A.P.S.**
Tampa, Florida

"It is well written, well thought out and beautifully organized . . . it is without question, the logical approach!" **Mrs. L.H.K. III**
New York City

"It made me aware of how important school is. I had been a hard worker but I did not know what was important . . . This was the smartest thing I ever did. It looked like I was going to come in second every time—not any more." **Christopher W. (15 years old)**
Smithtown, New York

"Your book contains all the information I needed in the depression years when I attended classes in evening school . . . and information I can still use today in my adult education classes. **M.L.E.**
Detroit, Mich.

"I think your book is marvelous. I'm sure we will benefit greatly from it." **B.S.S.**
Indianapolis, Indiana

"Anyone can understand this book. I am delighted and will recommend it to all my friends. I only wish I could have read it ten years ago." **Mrs. R.D.S.**
Portland, Oregon

"Its instruction to attack weakness in given areas is what we needed as a family. We could recognize weaknesses, but didn't know how to eliminate them." **Mrs. D.P.**
Coldwater, Michigan

"The book is very concise and really gets to the real root of why children don't succeed in school. I'm going to recommend it to my teacher friends." **Mrs. J.J.P.**
Granby, Quebec, Canada

"The ideas are startlingly simple, but appear practical and worthwhile." **Mrs. A.B.**
Salisbury, Maryland

"I got this book to improve myself in school and what I have read is worth every cent I paid for it. Thank You." **H.L. (16 years old)**
Detroit, Michigan

". . . well organized, fast reading, first book I've read which offers concrete ideas about improvement in learning and retention. Wish I'd had this book when I was in school." **Mrs. C.W.W.**
Belleville, Michigan

"You make it clear to parents that children's problems are just as important and complicated to them as our big problems are to us—which give us better understanding to help our children with homework." **W.H.C.**
Jacksonville, Fla.

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Gentlemen: Without obligation, please rush me your revolutionary new book, HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL. I am enclosing only $4.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . if I am not completely delighted within 10 days, I will return book for full money back at once.

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How to Grow Thousands of Flowers Without Dirtying Your Hands

Plant Scientists Discover How To Make Flowers, Fruit Trees, Shrubs, Bloom In Virtually Any Soil—Even If You've Never Planted A Seed Before In Your Life.

By ADRIAN ARTHUR GROMIS

Within The Next Minute's Reading Time You Will See On This Page A "Radio-Active" Photograph Taken At A Leading American agricultural experiment station.

What's This Got To Do With Flowers?

This photograph will show that YOU, who may know next to nothing about gardening, can turn your garden into the showplace of the community with thousands of colorful, flaming blossoms — not five years from now — not next year — but this season — even if right now you don't have a seed in the ground and even if your soil is undernourished . . . YOU can grow basketfuls of jumbo-size, garden-fresh vegetables — pick luscious tomatoes, lettuce, cucumbers from a vegetable patch right in your own backyard. And that YOU can amaze the "experts" in your neighborhood with a rich, thick carpet of lawn—and at a cost so low, it's almost too ridiculous to mention! And you won't even have to dirty your hands digging messy, evil-smelling fertilizers into the soil!

What Scientists Discovered

Do you know that when mice in a laboratory are fed on a diet of mineral-poor flour, they are so weakened that they often cannot walk in a week, cannot see after two weeks, often die in three weeks. But if they are fed life-giving whole wheat flour for as little as seven days, they frisk around like cub tigers.

And the same thing is true of every plant in the world! Starve it of even one of the vital life-giving elements and minerals it needs for rich, green foliage — heavy branching and vigorous, healthy roots — and you won't get any flowers—no matter how much water or sun you give it — no matter how many hours you slave over it!

This is what makes most average people throw up their hands in disgust and say, *"Well, gardening's not for me, I give up!"* They just don't realize that almost all garden soils are to some degree deficient in at least one of the 13 life-giving soil elements a plant needs to bloom and flourish. But now read about the scientific 60-minute test that can make all kinds of flowers bloom for you by the thousands in virtually any soil!

Here's Proof! Radioactive Photo Of Test No. 1



Photograph of Test No. 1

For many years, scientists at one of America's leading Plant Experiment Stations have been testing new types of concentrated plant foods — plant foods that contain all of the 13 vital soil elements necessary for plant life — plant foods that could be dissolved in ordinary sick water, and when sprinkled on lawns or plants could *go to work in minutes.*

Finally in the spring of 1951 these scientists added *traces of radioactive* isotopes to these new types of liquid plant foods to see how fast they could reach every root, every leaf, every stem, every tissue. The solution was *applied to roots* of ordinary plants. Exactly *60* minutes later leaves were cut off and pressed against radio-sensitive film. *Now look at the picture above!*

Look at the light, bright areas on the leaf and stem! It proves that this liquid type of plant food is so highly effective, so fast acting that it is absorbed by roots and reaches vital growing tips of leaves not in weeks, not in months, but in exactly *60* minutes.

Who Ever Heard Of Growing Beautiful Flowers Without Dirtying Your Hands?

Meantime, plant scientists at a western research laboratory made a second astonishing discovery! They found that when dissolved in water these liquid plant foods of RX-15 type become so readily available to plants—you don't even have to work the soil. Late in the summer of 1952 they discovered that when certain trace elements were added to that plant food in a special way (NUTREGENE* PROCESS) you could merely sprinkle it on leaves of mineral-starved plants and see bloom you never dreamed possible in undernourished soil. Because not only do the leaves instantly absorb the vital iron, copper, manganese, zinc, nitrogen and other minerals in the plant food — but even more important, automatically they rush life-giving nutrition to the vital mineral-starved parts of the plant where it is most needed.

Why Grow A Few Measly Flowers When You Can Grow Thousands Just As Easily?

And now do you realize what this new type of plant food means to you if you are a person who loves flowers? It means that today you can send your child out with his sprinkling can to spray a few leaves—and in 10 splash-happy minutes he can revitalize your whole undernourished lawn and garden . . . give you miracle results you never dreamed possible in 7 days!

It means that whether you're an expert gardener or the greenest beginner—now YOU can make plants bloom even in the most mineral-starved soil with just a sprinkle or two of this ridiculously inexpensive plant food—RX-15!

This type of plant food means that now you can grow masses of beautiful roses, dahlias, phlox, gladiolus and chrysanthemums in your garden that season with a sprinkling of this plant food once or twice a month. It means that no matter how starved your soil may be now, with a few sprinklings of RX-15, you can pick bushelfuls of all kinds of vegetables . . . juicy tomatoes, massive heads of lettuce, cabbages, luscious corn, sweet peas and strawberries from a patch right in your own backyard!

A Beautiful Garden . . . Yours for Peanuts!

It means that with RX-15 you can grow a thick, green lawn the very first time you try . . . *and it will only cost you pennies to apply it!* It means you can grow hundreds of flowers in your window boxes—grow thousands of flowers this season from plants you already have in your garden, from seeds you can still plant in the ground!

And because RX-15 instantly feeds plants all 13 life-giving soil minerals they need for healthy growth even in undernourished soil it means that merely sprinkling with RX-15 can make mineral-starved lawns, fruit trees, shrubs, house plants start to spring back to new life, not next year —*but next week!*

It means that very possibly you may still pick basket after basket of plump fruits and rich berries from fruit trees that years ago stopped producing. It means you can watch straggly shrubs suddenly burst out with showy masses of blossoms, leaves or berries! It means that with RX-15, you can produce plant flowers from your undernourished soil in brilliant colors so much richer, deeper, brighter than your neighbors, they'll think they're looking at a new variety!

It means that you can have the garden of your dreams this season . . . but nature does the work — not you! You'll be delighted at the way plants, seedlings, shrubs, bulbs, and fruit trees start shooting out new buds, stems, branches . . . the way they produce thicker, greener, bigger leaves and flowers even in undernourished soil, when you sprinkle them with a special of RX-15 dissolved in a gallon of water — *and it goes to work instantly!*

Make This No-Risk Test In Your Own Garden! See Remarkable Results In 7 Days!

1. TEST IT ON YOUR LAWN: Take 1 square foot of your lawn, in any part of your yard, and sprinkle with RX-15. If in 7 days, that 1 square foot of grass isn't growing "golf green thick"—if it isn't greener, sprightlier, [illegible] return unused portion for FULL MONEY BACK!

2. TEST IT ON FRUIT TREES, SHRUBS, HEDGES: Sprinkle RX-15 as directed on leaves and bark of any scraggly, poor-growing fruit tree, shrub or hedge. (You cannot waste a drop. Every drop drips down to nourish soil around roots.) Inside of minutes, it feeds life-giving new vigor into plants from roots to tree tops. If you don't see vigorous, healthy new growth starting in 7 days — return RX-15 for FULL MONEY BACK!

3. TEST IT ON FLOWERING PLANTS, BULBS, BEDDING: Sprinkle RX-15 on leaves or around soil of roses, hydrangeas, chrysanthemums — any kind of plant in your garden! If in just 7 days your garden doesn't start bursting with new life — return for FULL MONEY BACK!

4. TEST IT ON VEGETABLES: Sprinkle RX-15 on any growing vegetable plant. If that vegetable isn't bigger, juicier, tastes better than any vegetable you've ever tasted, a month pays — return RX-15 for FULL MONEY BACK!

Send No Money! Simply Try RX-15 At Our Risk!

Wouldn't you like to see the growing power of RX-15 in your own garden without risking a penny? Then simply mail the No-Risk Coupon below. When your big season long supply of RX-15 arrives, that is all we ask you to do!

For yourself, your friends, your children, your dollars, flowering house plants — are at no hard-to-grow roses, fruit trees, shrubs, lawns, flowers — entitled you to never had much luck with. If on just 7 days these hard-to-grow plants don't begin to take on new life—if the foliage isn't greener, more luxurious—if this season you don't see more buds, stronger, flowers closer up on these RX-15 treated plants than you've ever seen before . . . return the unused portion for your full purchase price refund. If you are not 100% convinced RX-15 will do all we say, simply return the unused portion anytime within 72 days for your money back. But you must act today! RX-15 is in such demand, we can guarantee shipment on a first come, first served basis only. So before it's too late — take advantage of this no-risk trial offer today. Mail Coupon now!



*Subject to prior sale

LOOK WHO'S THE FAMILY GARDENER NOW!



MARY, MARY, QUITE CONTRARY, HOW DOES YOUR GARDEN GROW? Unlike the Mary of nursery rhyme fame, this young mom does know what makes her garden grow. Read the amazing article below. It tells how a wonderful new plant food discovery and a child's sprinkling can makes flowers virtually bloom by themselves!

Science At Last Reveals Strange Facts of Life



THESE 10 FOOT TOMATO PLANTS GROW IN SAND! Note size of more as compared. Row nearest of [illegible] without soil called hydroponics grows 1224 pounds of tomatoes on 4 bushels of plant food. These plants are fed with nothing but a few teaspoons of new fast-acting liquid plant foods.



THESE ROSES GROW IN BOTTLES OF WATER! These and blooms can produce like but an occasional pinch of fast-acting concentrated plant foods of RX-15 type. So imagine what a few sprinkles of RX-15 can do for roses in your garden, for your shrubs, lawn, house plants!

If Your Soil Is Starved Of Trace Elements Here's How New "Growth" Ingredient Goes To Work In Seconds!

Have you ever wondered how some gardeners grow so many flowers with so little work even in undernourished soil? And why you can never grow many flowers no matter how carefully you plant your seeds, no matter how many expensive plant foods you feed your flowers, no matter how many hours you slave on your garden?

What's the answer? Believe it or not, you can feed your plants tons of fertilizer—you can enrich your soil with the best soil conditioners—you can give your garden all the sun and water it needs . . . and still YOU MAY BE STARVING YOUR PLANTS TO DEATH! How is that possible? It's so new if your soil was deficient in copper, zinc, boron or manganese it was extremely difficult to feed your plants all the elements vital to healthy growth. Did you ever try to eat a bread that was only half baked? It has all the same nutrient and materials of a fully ripened loaf—but you just can't digest it! And for thousands of years science has known that there was absolutely NO complete fertilizer—no matter how rich in materials—that could be properly absorbed by plants. There was absolutely no complete plant food or fertilizer that could guarantee to feed plants all the vital, life-giving materials every plant needs for masses of blooms.

New NUTREGENE* Process Increases Growing Power — Flowers Bloom Weeks Ahead Of Your Neighbors'

Finally, after years of research, late in the summer of 1952, plant scientists discovered a new process which we call NUTREGENE* and which actually changes the form of certain foods from inorganic to organic. Actually transforms them from a useless non-soluble lump of chemical to rich soluble plant foods that is absorbed by plants instantly. Simply dissolve RX-15 in water and merely sprinkle it on the leaves. The leaves absorb all the vital nitrogen, iron, manganese, copper and zinc and other minerals and elements the plant needs instantly! . . . and automatically shove these life-giving nutrients to every nutrient-starved fiber of that plant!



ONE SPRINKLE GIVES THESE NEW LIFE. Both these orange trees are growing side by side in the exact same orchard. Two short weeks before this photo was taken both trees were in the same "sickly", yellow-leaved condition. Both were given the exact same amounts of sun and water. But one tree was sprinkled with just 2 ounces of Nutregene* type of trace elements found in RX-15 —now available to gardeners at last! Later

RX-15 Is The Only Nutregene* Treated Plant Food On The Market

For the Garden of Your Dreams

MAIL THIS HANDY CLIP COUPON TODAY

W. T. GRANT CO.

423 South Salina St.

Please Send (Check Size).....Pounds of RX-15.

Name.....

Address.....

City..... State.....

☐ Cash ☐ Money Order

☐ Check for $.....Enclosed

☐ 2-Lb. Size.....$2.75 (Enough for average lawn and garden for entire season.)

☐ 5-Lb. Size.....$4.98 (Extra size—for larger gardens, you save $1.27.

We Pay Postage and Shipping Charges

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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 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, sleep better, starting this very week!

In other words, pump up to twenty years of new youth back into your body — whether you're thirty, fifty or seventy 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 faced 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 away to fatigue, sickness and pain that shouldn't 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 complexions — with their sexual attractiveness evaporated — 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 those symbols of old age be pushed off for ten, twenty, even forty years? 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%!

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!

What is this simple self-preservation routine? As released to you in Dr. Martin's 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 program, Dr. Martin introduces you to the incredible SIX SECOND ISOMETRIC EXERCISES — that were recommended by the Illinois State Medical Association . . . that are so 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 teams!

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! **And here's what they do for you 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! 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!



Clement G. Martin, M.D.

Former medical director for The Continental Casualty Company, medical director of the Guarantee Reserve Life Insurance Company, Consulting Internist for the Illinois Central Hospital, member of The American Association for the Advancement of Science, and many other leading scientific and medical societies. Author of the revolutionary new book, **How To Live To Be 100.**

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 gives you that wonderful "Fit-as-a-Fiddle" reserve of energy, that can work all day and play all night!

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 "slim as a teen-ager" in the 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 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, slim, 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 — 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 — may add up to 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 — and dozens more!

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

This revolutionary new book is only $4.98 complete! You examine it for ten full days at our risk! If not amazed and delighted, simply return it at the end of that time for every cent of your purchase price back! Act Today!

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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MAIL NO-RISK COUPON TODAY!

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Gentlemen: Without obligation, please rush me the brand new edition of Dr. Clement G. Martin's revolutionary new book, HOW TO LIVE TO BE 100. I am enclosing only $4.98 complete. I understand this book is fully guaranteed. If I am not completely delighted within 10 days, I will return it for my full purchase price back at once!

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SKIN SPECIALIST DEMONSTRATES

How to Rinse Away Your Blackheads

By CLAIRE HOFFMAN

NEW YORK, N.Y. — A leading skin doctor today showed an audience of men, women and skin-troubled teenagers how to clean oily skin and shrink enlarged pores with a 10-minute home medical treatment he has perfected. Then he demonstrated how you may rinse away externally caused blackheads, whiteheads and dry up adolescent pimply skin eruptions.

Before our very eyes the doctor selected a 36-year-old woman with typically oily skin. This woman had blackheads around her nose, enlarged pores and whiteheads visible to the naked eye. To this woman's face the doctor applied a cream. Within moments it firmed into a plastic-like mask. Next he sprinkled her face with water, and handed her an ordinary washcloth to rinse the mask from her skin. To her utter astonishment, clinging to the washcloth were not only grimy streaks of dirt . . . but several blackheads which had marred her beauty for years.

As we stared at the washcloth in disbelief, the doctor's assistant turned to us and said: "You have just seen what looks like a miracle. Yet what has just been done for this woman's skin, you can do at home just as easily. But to understand how this formula acts to help clear skin troubles you must first knock out of your head some silly notions most people have about their complexions."

The Truth About Cosmetics

Has it ever occurred to you that you lavish more care on your face than any other part of your body . . . yet isn't that where you find the most pimples, blackheads, blemishes and enlarged pores? So what do you do about it?

Nine out of 10 women simply don't or won't understand that if they have oily skins, blackheads, pimples or enlarged pores, they may not only have a cosmetic problem . . . but a medical problem as well.

Now why is this so? Shocking as it seems, if nature gave you either a normal or oily skin, your face is always dirty! Why? Because 24 hours a day your face is always exposed to soot, smoke, factory dirt, car exhaust, coal dust, noxious fumes and other germ-laden dirt that pours into the air. It clings to the natural oils of your skin.

Your pores become choked and clogged. Your natural oils are stopped up and hardened into blackheads or pimples. They try to push out, forcing your pores to open wider and wider. Once this condition starts (especially during adolescence, when glandular disturbances make your skin extra oily) the condition usually grows worse and worse as you grow older. And when this happens . . . isn't it obvious that it may become impossible to correct unless you start to change your complexion care immediately?

Do This For A Cleaner Skin

If you want to rid your face of ugly blackheads, enlarged pores

resisted removal for months.

After 10 minutes rinse the mask away. Hot or cold water makes no difference. It dissolves in a second, your skin feels clean, refreshed, sparkling, smoother! Like velvet! But wait . . . you haven't finished your first treatment yet!

Now Apply Step 3 Of Your Treatment . . . The Astringent

This is not merely a perfumed alcohol that tickles your skin for a few seconds. It's medicated. It penetrates into your pore openings. Kills bacteria lurking there. And even more important, leaves an invisible germ-destroying film on your skin that kills germs for hours.

Now Look Into Your Mirror!

Some of your blackheads should be gone with the very first treatment! Look for softened pimples and whiteheads that may break or be drawn out in your next treatment or two. Look at the corners of the nose, around your mouth, your cheekbones! See how your enlarged pores have tightened! Your skin will feel alive! And you will be amazed to see minor wrinkles softened — almost ironed out! And this fresh, buoyant, youthful effect will last for hours.

Is This For Normal Skin, Too?

Certainly. Simply because this is a doctor's formula doesn't mean that you have to have a "sick skin" to use it. You may be a woman past 30 who has never had a really serious skin problem, but who suspects that your skin is not as beautiful and fresh looking as it could be . . . but your cosmetic creams can't give it to you. In that case . . . we think you'll be thrilled by the sheer, smooth, silken beauty that one or two treatments can give you.

On the other hand . . . if you have an adolescent, broken-out skin; if you are a man who is troubled by blemishes or a "sandpaper skin" and you are sensible enough not to be ashamed to use a so-called "woman's treatment" in the privacy of your own home . . . or if you are a woman who has abused her complexion with improper and inadequate cosmetic preparations . . . then this is vital.

We promise you dramatic improvement with your first 15-minute home treatment. Your mirror will show it to you, and we promise you further rapid improvement for the next 14 days.

After 14 days, you will discover whether you have to keep using all or part of the treatment every day, once a week, or once a [illegible] depending on how fast your complexion begins to clear.

LEGENDS.COM

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If you want to rid your face of ugly blackheads, enlarged pores and externally caused skin eruptions, these are the three things you must do:

First you must soften the hardened dirt and oils that may have accumulated in your pore openings! Second, you must remove that dirt. (But don't squeeze it out. Squeezing only forces part of the dirt deeper into your skin.) And third, you must try to tighten your skin with shrinking and antiseptic agents, not only for beauty, but to g u a r d you against reinfection! And unless you are prepared to do all three things, it's likely you will go on wasting your time and your money the rest of your life looking for "miracle cures!"

What Happens When You Apply This Doctor's 3-Way Formula

First to prepare your skin for treatment we are going to soften and loosen the buried dirt cemented into your pores. The scientific pore cleanser which is Part One of this famous skin doctor's treatment is unlike any other cleanser you have ever used in your life, regardless of how much you can afford to pay. And here is how you can prove it on your skin.

Apply the doctor's scientific pore cleanser. Tissue it off! Now look at the tissue!

When you see the gray streaks of dirt that come off—even after having creamed your face with any other cleanser—then will you begin to understand why you need a drastic change in complexion care.

(2) The second part of your doctor's treatment is a medicated masque which you apply.

Apply it to your face with your fingertips as you would any cream. A little thicker around the "danger area" . . . namely around the nose, lips, eyes and cheeks

The first 3 or 4 minutes you will feel a strong stimulation. This is the massaging action of the medical ingredients going to work on your skin. Your face will feel alternately hot and cold. You will like it. Your skin will feel refreshed. It is like a massage without irritation, bringing f r e s h, purifying blood to your face to draw off the blemish causing wastes in your pores.

After a few minutes this hot and cold action goes away and a wonderful relaxation of all your tense, over-worked facial muscles sets in. Your pulse tends to slow down and you are so relaxed you feel a great tendency to fall asleep. In another moment you will feel your skin getting tighter and tighter. What is happening is this: A wonderful medical absorbing agent, doctors call ARGILLA, is drying on your skin. It is turning the cream on your face into a firm, plastic-like mask. You get a pleasant, drawing feeling, a relaxing feeling, there is a corrective action, there is an astringent action and an antiseptic action. You feel the ARGILLA drawing on the blackheads. Everything it touches perspiration, pore dirt, hardened oils even blackheads and whiteheads that have ...nter

...month, depending on how fast your complexion begins to clear.

Try This Skin Treatment In Your Own Home Without Risking A Penny!

The name of this 3-day doctor's formula is the Queen Helene Skin Treatment. It is named in honor of the nurse who worked at the doctor's side for 15 years while this formula was being developed. Your Queen Helene 3-way formula, enough for 33 home treatments, includes your scientific cleansing cream, your medicated mask cream and your medicated pore astringent. The cost is $3.98 . . . less than 13 cents a treatment. Yes, less than 13 cents for a skin specialist's 3-way skin and beauty treatment.

Follow your daily progress in your mirror and after each treatment, if your Queen Helene treatment does not do for your skin everything we have led you to believe it will do, if you don't see dramatic improvement after just one 15-minute treatment, if you don't see a further improvement each day for the next 14 days, return the unused portion. We'll thank you for trying it, and refund your full purchase price.

But act today! The longer you wait the worse it is bound to get. And like any other condition, the worse it gets, the longer it takes to get well. So right now, while you're determined to help yourself, send coupon today!

(Laboratories Established 1930)

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2. MEDICATED MASK CREAM
3. ASTRINGENT

If I don't see dramatic improvement in my skin after just one 15-minute treatment — If Queen Helene doesn't do for my skin everything you have led me to believe it will do, I will return unused portion for my money back.

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A. This simple stroking motion with your fingers could diminish ugly forehead lines, *the very first time you use it.*

B. How to gently *freeze* ugly lines out of your mouth and lip line—shown in Lesson Three.

C. A smoother neck and chin line—*with nothing more than your own five fingers!*

D. Sagging mouth corners? Try this 10-second lifter-upper, *and get the thrill of your life the very first time!*

E. Young-looking eyes start at your forehead! (Only one woman out of a hundred knows this.) *Prove it yourself, in Lesson Four!*

How To Stroke Wrinkles Right Out Of Your Face!

NOTED PHYSICIANS AGREE!

"I believe it is probable that you will look noticeably younger within weeks, and that the visible ageing of your face will be retarded to a significant degree. In my opinion, this new system merits the serious attention of any woman, or man, who is interested in retaining a youthful appearance. —*Matthew Warpick, M.D.*

"Her procedures are safe, sensible and effective for firming the facial tissues, improving circulation which makes for a healthy skin and youthful glow.

"Her method on *touch* should be heeded and can do much to help the reader prevent a loosened skin, wrinkles, pouches, jowls and other signs of ageing. It is a new approach, but vastly superior to the usual methods."

—*Gregory Pollack, M.D. (Noted Plastic Surgeon)*

Here's why...

Here is the background of a monumental discovery that may do for your face—as it has for hundreds of other men and women—*what the most expensive cosmetics in the world have utterly been unable to accomplish.*

All you need are your own two hands—a mirror—and the book we send you to read from cover to cover, without your risking a penny.

When the book arrives, turn immediately to page 123 and read two pages—nothing more. Here you will learn how *a pair of wrinkled white-leather gloves* lead to one of the most amazing discoveries ever made about the skin of the human face.

This discovery was quite simple—*but to our knowledge it has never been used before.* It started as a way of stroking out *every* wrinkle in that pair of white gloves—till they were as smooth and perfect as the day they were first made. Then, it came into full bloom with a sudden realization—*that the skin of the human face is like the skin of any other animal...and therefore, if you could stroke wrinkles out of leather gloves, you could stroke them just as inevitably out of the human face!*

First Tested On Her Own Face (And Ten Years Seemed To Vanish In A Single Month). And Then Proven Again And Again On Hundreds Of Private Students, By The Lines That Vanished In Their Very First Hour.

Once you have read these two brief pages, you will understand the *theory* behind this remarkable new method of facial rejuvenation. *But this is only the first step.* Now you go beyond theory—in that very first session alone with this book—and you prove, ON YOUR OWN SKIN AS REFLECTED IN YOUR OWN MIRROR, that you can diminish, or even erase, certain lines on your face, USING NOTHING MORE THAN YOUR OWN TEN FINGERS.

This is the reason why we offer this book to you *without your risking a single penny*—because we know that you would not part with this book, for *any* amount of money, *once you see what it can do for your face in that first half hour alone!*

This is the reason why we offer this book to you *without your sending us a single penny in advance*—because we know that you would not part with this book, for *any* amount of money, *once you see what it can do for your face in that first half hour alone!*

What you are going to do is this: You are now going to turn to page 59, and study three simple movements with your hands *as they begin to treat your forehead.* You should learn all three of them in about a minute each. Then you are going to put down the book—you are going to look in your mirror—*and you are going to count the wrinkles and lines that have turned your forehead "old" for years.*

Then you are going to apply the first movement for three minutes. You are going to stop—check the second movement with the book—and use it for an additional three minutes on your forehead. Then you are going to use the third finger-movement for slightly longer. And then you are going to stop...you are going to bend forward to look into that mirror again...*and the realization is going to pour through your body that a whole new world of beauty has suddenly been built into your own two hands!*

This Is Our Guarantee! At Least Some Forehead Lines MUST GO In That First Session Alone—Or This Book Never Costs You A Single Penny!

Let us repeat this fact again: *Hundreds of men and women before you have already gone through this same transformation.* (Except that they paid up to $35 a session—and you will pay only a fraction of that price for the entire method.)

Once again: *Hundreds of men and women have already seen lines vanish from their foreheads in this very first session. We believe that YOU MUST TOO—or send us the book back for every cent of your money back!*

Or—after you have proved it on your own forehead, KEEP THE BOOK, STILL WITHOUT RISKING A PENNY—*and go on to apply this incredible method to every square inch of your face, neck and body.*

Like this...

The Final Objective—A New Smoothness, A New Tightness, In Every Area Of Your Skin!

As you now begin to explore this book more deeply, you will learn that certain problem areas demand certain ingenious solutions.

For example, those tiny pucker lines you see above your mouth are a symptom of weak underlying muscles—and you now strengthen them with an ingenious stroking motion of your fingers at the *corners* of that mouth.

Nothing makes a previously-beautiful face more ugly than the deep furrows that begin to engrave themselves between nose and mouth. These demand two separate methods of attack—one, a gentle stroking; the other, a gently lifting exercise.

(Both are so delicate that you may hardly feel them. But your mirror will show you the difference in a week or two.)

Eye bags and crow's feet have been the despair of men and women for generations. Neither can ever be completely removed, except by a plastic surgeon. But short, light strokes—done as shown on page 53—can come electrifyingly close.

And—for those sagging, drooping contours throughout the entire face—a more drastic breakthrough is needed. Miss Krane calls it "the poor woman's face lift". It is a simple method of *freezing the face*—to tighten the skin, firm the muscles, even reduce the size of pores.

ABOUT JESSICA KRANE

Jessica Krane's revolutionary FACE-O-METRICS Course is the uniquely exciting facial smoothing plan you've heard about—the 5-minute-a-day technique for firming face and neck, reducing and retarding facial lines. Now, for the first time, the complete course (which sells in Miss Krane's private salon for as much as $35 a lesson), is yours in a single book for a fraction of that price.

Jessica Krane, originator of Face-O-Metrics, is the author of two nationwide best-sellers describing her system. You may have seen her on the Johnny Carson Show...Mike Douglas...and other national television shows. Her method has been described as "amazingly effective" by leading newspapers and magazines in this country and abroad (where it is even more widely used).

Prove It Yourself Without Risking A Penny!

And much more. An "instant mouth lift" for drooping corners. How to lose a complete dress size without losing a pound. An instant way to make your breasts appear far firmer and larger. A simple sound, deep in your throat, that does more to reduce neck lines than any exercise you have ever used.

And much more. All yours to prove without risking a penny in Jessica Krane's remarkable new book, HOW TO USE YOUR HANDS TO SAVE YOUR FACE. Its cost is only $5.98 complete.

This is less than you would spend on a single treatment in a beauty parlor, to try to *conceal* the lines that this book may remove for you in hours. Right now, go back to the statements by the two doctors at the top of this advertisement. Read them once again, and then ask yourself: *"Is it worth a half hour of my time, and no risk, to try this new method on my own face tomorrow?"*

If your answer is Yes, send in the No-Risk Coupon—*today.*

MAIL NO RISK COUPON TODAY!

INFORMATION, INCORPORATED Dept. MY-3
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me a copy of *Jessica Krane's How To Use Your Hands To Save Your Face.* 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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Certainly one of the best-selling books on education in the world today!

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- ***And now it's available to YOU, to skyrocket YOUR CHILD'S grades in school overnight! Read the thrilling details below. Try it at our risk!***

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EUGENE M. SCHWARTZ AND HIS SON MICHAEL



When a father worries about the kind of education his son is getting in school—and when that father is also president of a publishing company that specializes in modern learning methods—then sparks really fly.

For the past nine years, Gene Schwartz has worked with some of the country's leading pioneers in neuro-learning, the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public, books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not adapt these incredibly powerful learning breakthroughs to the problems faced by children of all ages in their classrooms? This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says. "I couldn't rest till I did it."

Here at last is your chance to make such an overwhelming difference in your child's performance in school — in as little as five short minutes of your time every day — that the teacher may actually call you up to see what happened!

Let me explain! I don't care whether your child is six years old or twenty—boy or girl—in grade school, high school or college! It makes no difference how difficult it is for that child to concentrate today . . . how poor his memory may be . . . how much a prisoner he is of crippling mental habits . . . how terrified he may be of mathematics, or grammar, or social studies, or even the hardest science course!

I believe that your child's mind is working today at only HALF its true power—simply because he has never been taught the right way to make his subjects half-teach themselves!

Simply because he has never been shown the few simple secrets of Speed Reading, that are taught in almost every university in the country today—*and that let him flash through the printed page TWICE AS FAST as he can read today—with absolute understanding of every word!* Simply because he doesn't know the right way to feed his mind mathematical problems—*so clearly and logically that these problems HALF-SOLVE THEMSELVES before he even touches them!*

Simply because he doesn't know the right way to prepare for his tests—*so completely that he actually knows as many as FOUR OUT OF FIVE of the questions that his teacher must ask him on that test, RIGHT DOWN TO THE VERY WORDS THAT THE TEACHER WILL USE TO PHRASE THOSE QUESTIONS!*

Power-Studying Is A Trick! Your Child Can Master It In 5 Minutes A Day!

Yes! Speed-reading is a trick! Problem solving is a trick! Burning facts, figures, whole lessons into your child's mind is a trick! And, above all, *taking the sting out of tests and making them half-answer themselves IS A TRICK! Top grades can be made to order; your child doesn't have to be a genius to get them!*

The real secret of coaxing top grades out of your child is as simple as teaching him to tie his shoelace! You can do it in five minutes a day, SIMPLY BY SHOWING HIM THE RIGHT STUDY TECHNIQUES! Study techniques perfected by private-school teachers, professional tutors, writers of speed-teaching adult-education courses all over America!

Study techniques that you and your child probably never dreamed existed! So powerful that I'll prove them to you, without your risking a penny. Here's how.

After A Single Night His Teacher May Marvel At His Improvement!

Let me send you—at my risk—one of the most fascinating books you have ever read. When this book arrives, set aside just a few minutes. *Get ready to see the incredible performance your child can give you ONCE YOU GIVE HIM THE PROPER MENTAL TOOLS!*

What you are going to do, in this very first weekend, is this. You are going to make three simple tests with your child, *each one of which will show him such a thrilling spurt in his ability to learn, that he may actually cry out with joy!*

First, turn to page 93. Read this page alone—nothing more. Then ask your child to read to himself one page in any of his books. Time him. And then, *simply take an ordinary pencil and place it between his teeth as we show you! NOW ask him to read another page! Time him again! AND THRILL TO THE SUDDEN BURST OF SPEED YOU HAVE LIBERATED, AS HIS EYES FLASH OVER THAT PRINTED PAGE!*

But this is only the beginning! Second, turn to page 35. Glance over the fascinating word game you find there. Play this game with your child for five minutes. See for yourself how he enjoys it.

And then *ask him—without his ever hearing them before, and without going to the dictionary—to give you the meaning of FIVE DIFFERENT FOUR-SYLLABLE WORDS, THAT WOULD STUMP MOST COLLEGE STUDENTS! And watch the excitement on his face as he reels off—easily and instantly—THE EXACT MEANING OF THOSE "IMPOSSIBLE" WORDS.*

And now turn to page 166—and break mathematics wide open for him!

Yes! Teach him this one five minute secret! And then let him take any homework paper that's been turned back to him and have him do the problems again! And see for yourself that he now makes up to *20% FEWER ERRORS—UP TO ONE-FIFTH BETTER GRADES—ALL FROM ONE SIMPLE CHANGE IN HIS WORK HABITS!*

Now Watch Him Shine In Math, English, Science!

Think of it! From this moment on, in only five short minutes a day, you begin applying these wonder-working techniques of Power Learning to every untrained corner of your child's mind! You begin breaking through mental barriers that have been blocking him for years!

You begin tapping the buried powers of your child's mind! Powers that you have glimpsed before in brief flashes — now brought to the surface—strengthened with simple formulas to double their potency —and placed forever at his beck and call, ready to astound his teacher at the blink of an eyelash! For example—

DOES HE MAKE THE SAME SPELLING ERRORS AGAIN AND AGAIN?

Then turn to page 141 . . . teach him three fun-filled tricks that burn to correct spelling of any word forever into his mind . . . and watch with astonishment from that day on, as he writes those former "trouble" words—automatically—*as easily as he writes his own name!*

DOES HE HAVE TROUBLE EXPRESSING HIMSELF IN CLASS?

Then turn to page 119 and see how incredibly easy it is to overcome shyness and uncertainty—make recitations sparkle —think instantly—on his feet—build thought upon thought correctly and dramatically — reason logically — persuade others to his view—*stand out head and shoulders above the rest of the class!*

AND DOES HE FREEZE UP IN TESTS? FORGET MATERIAL HE KNEW PERFECTLY THE NIGHT BEFORE? RUN OUT OF TIME AND LEAVE HALF THE QUESTIONS UNANSWERED!

Then get ready for the revelation of your life starting on page 211! Just take one look at this *complete armory* of test-passing techniques—that remove all trace of nervousness and tension—that take all the trickery out of those double-meaning test questions—*that practically pop right answers into his mind to even the hardest test questions, the instant he needs them!*

Read It At My Risk!

What I've described to you on this page is only a small sampling of a revolutionary new book, HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL!

Here at last is a practical, easy-to-read book on improving your child's performance in class *that really works!* It is meant for every child—6 or 20—boy or girl!

It brings that child—overnight—*incredibly powerful new study techniques that he probably never even dreamed existed before! Study techniques perfected by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America!*

Yes! *Rapid-study techniques*, that produce twice as much homework, in half the time! *Flash-reading techniques*, that pick out the CORE of an assignment, as fast as your child's eyes flash over the page!

Word-building techniques, that can double your child's vocabulary in a few short weeks! *Instant-problem-solving techniques*, that give him the answer to "jaw-breaker" math problems as easy as 1-2-3.

And—above all—a complete armory of test-passing techniques—that can literally DOUBLE the grades of your child in every one of his classes in school! That can turn D's and C's into B's or even A's! That can turn 60's or 70's or 80's into 80's or 90's or even 100's! THAT CAN UNLOCK THE TRUE, NATURAL ABILITY OF YOUR CHILD, THAT IS BEING TRAGICALLY HALF-WASTED TODAY! AND PUT HIM ON THE ROAD TO THE COLLEGE AND FUTURE OF HIS CHOICE—TODAY!

The price of this revolutionary new book is only $6.98. But you prove it at our risk for thirty days! It must do everything we say—or simply return it for every cent of your money back immediately!

READ THESE THRILLING TESTIMONIALS:

From Reviews and Letters Received from Teachers and Private Tutors

"I am a retired teacher—who, after 35 years as a regular in Michigan, continues as a substitute and tutor . . . I like your book for selfish reasons primarily! It vindicates my 45 years of practice! Your ideas belong IN THE SCHOOLS.

This summer I tutored a boy who had failed in Math and earned a D (70 or less) in English in the eighth grade. He was accustomed to considering himself "stupid." This fall, he is not concerned with passing—he is going after A's! We have a new boy on the way, thanks to you."

S.R.W., Orlando, Florida

"I am an educator of thirty (30) years standing. I recently purchased a copy of your book. I found it excellent, with many fine suggestions for improving not only my child's learning, but my own as well. In fact I thought so highly of the book I gave my copy to a friend as a gift. May I order another copy to keep as a permanent reference on my desk."

Member of Board of Education of world's largest city.

"I'm convinced that any parent could take this book, and measurably improve his child's grades."

G. R. Beeson, Jr., High School Art Teacher, Madjon, N.J.

"Mr. Schwartz has done an excellent job . . . His book is easy to read. He arranges our job systematically, and spells it out in detail. We race through the book saying "This is a good idea," or "Now there's an idea that will work.

"The author has told us exactly what the child must do to improve his grades. He pulls no punches . . . He has spelled out in plain English the techniques that will turn the trick in improving the pupil's grades. There's no doubt about it."

From SCHOLASTIC Magazine

"This book, lucidly and excitedly, because you feel a sense of optimism as you read, teaches the parents how to aid their children to achieve academic success by proper study, memory, and test-taking techniques.

"With early preparation in the areas of English and Mathematics, the child will be fully prepared to take the College Board Exams successfully and to move on toward his chosen career.

Bernard Halperin, Teacher-Counselor, Newark, N.J.

"Challenging in its concept and teaching methods. Well worth the small investment."

Private Tutor, Wareham, Massachusetts

I feel that the strongest part of the book is the art of intelligent listening. We have repeatedly emphasized the need of "active listening" in our program, but have not been able to employ as clear-cut rules as those presented by Mr. Schwartz. Personally, I am quite anxious to expose students to these steps, since I feel that grades in lecture courses should improve.

The reading and mathematical areas of our remedial set-up are handled by specially trained people. I have shared the book with as many as are available this summer, and they have agreed with me on its value. From our discussions has come a recommendation that several copies be purchased to supplement materials used in study improvement courses.

Head of Psychology of prominent business school in Boston

From Parents Like Yourself (and their children):

"No one has been able to really produce a concrete solution until now. My mother-in-law sent us this book. I only received it today and I have only read one third of it but it just sounds like the answer to a prayer. I am only sorry we did not have it years ago."

A.P.S., Tampa, Florida

"It is well written, well thought out and beautifully organized . . . it is without question, the logical approach!"

Mrs. L.H.K. III, New York City

"It made me aware of how important school is. I had been a hard worker but I did not know what was important . . . This was the smartest thing I ever did. It looked like I was going to come in second every time—not any more."

Christopher W. (15 years old), Smithtown, New York

"Anyone can understand this book. I am delighted and will recommend it to all by friends. I only wish I could have read it ten years ago."

Mrs. R.D.S., Portland Oregon

"I got this book to improve myself in school and what I have read is worth every cent."

N.L., (16 years old), Detroit, Michigan

". . . well organized, fast reading, first book I've read which offers concrete ideas about improving the pupil's grades.

Mrs. C.W.W., Belleville, Michigan

MAIL NO-RISK COUPON TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC., Dept. FW-1
200 Madison Avenue, New York, N.Y. 10016

Gentlemen: Without obligation, please rush me the brand-new edition of HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL. I am enclosing only $6.98. I understand this book is fully guaranteed. If I am not completely delighted within 10 days, I will return book for money back at once.

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FORMAÇÃO
COPY-
WRITER

advertisement

If you have the determination to follow this world-famous physician's Final Diet, then

YOU WILL LOSE UP TO 100 POUNDS PER YEAR

and Never Gain an Ounce of it Back!



This is an entirely different kind of reducing ad—for an entirely different kind of reducing book. It is the LAST reducing book...the LAST reducing product...the LAST reducing aid you will ever have to buy in your entire lifetime—IF you have the determination to learn the TRUTH about permanent reducing, and stick to it!

This advertisement pulls no punches. It offers you no impossible dreams. It simply gives you a set of facts about permanent reducing—about taking off weight and NEVER putting it on again—that, though they are demanding, are also so thrilling that they may be hard to believe at first.

Let us state the most vital fact over again—right here:

If you follow this Final Diet, you will lose up to 100 pounds per year, and never gain an ounce of it back.

We are going to repeat this statement of fact, over and over again throughout this advertisement, so you can never lose sight of it.

If you follow this Final Diet, you will lose up to 100 pounds per year, and never gain an ounce of it back.

This is the essential fact. Now let us go on with the details—

Let us introduce this puzzling fact right at the beginning.

What you are about to be given in this book is a strict and precise diet—which carefully and scientifically controls your every eating moment—*but which has the surprising result of making many of your weight-loss problems far simpler than you ever dreamed they could be!*

MEDICALLY PROVEN ON 10,000 PATIENTS, IT WILL GIVE YOU A NEW FIGURE AND A NEW LIFE—IF YOU FOLLOW IT SO RELIGIOUSLY THAT YOU EVEN EAT WHEN IT SAYS TO EAT EVEN IF YOU DON'T FEEL HUNGRY!

Here are a few examples of the "pleasant surprises" you will find throughout this book:

Although, of course, this diet forces you to eat less food overall, it may actually force you to eat MORE food at certain times of the day. For example, if you are like most over-weight people, you are simply going to have to eat MORE for breakfast, whether you want it or not. And this diet allows you OVER THIRTY different kinds of snacks—one between every meal, and one every night before you go to bed.

There is no longer any need to try to STARVE yourself into a weight loss. Because, when you follow this Final Diet, you will quite normally lose up to 100 pounds a year—and never gain a single ounce of it back.

Certain foods, of course, are omitted. But certain other, surprising foods are quite actively included. For example, you are allowed ice cream up to three times a week. (Watch your friends' eyes pop open with astonishment when they see you eating that delicious ice cream dessert—and STILL shedding inches and pounds!)

And, at the same time, you'll have sandwiches for lunch, and, if you wish, a cocktail before dinner and wine with it. In other words, there's no punishment in this diet—only scientific eating.

And—very important—if you make a mistake one day (as this doctor KNOWS you're going to make mistakes), and over-eat, then he simply does NOT permit you to cut back on your food the next day to "make up" for it! This is the fatal mistake most dieters make that destroys their diet. Instead, he forces you to eat YOUR FULL DIET the next day, and forgive yourself, and go on losing weight.

IS YOUR WEIGHT UNEVENLY DISTRIBUTED? ARE YOU AFRAID THAT DIETING WILL MAKE YOUR FACE LOOK OLDER? DO YOU HABITUALLY OVER-EAT AT PARTIES? THEN HERE AT LAST ARE MEDICAL SOLUTIONS TO EACH OF THESE PROBLEMS.

And—to repeat again—when you follow this Final Diet, you will lose up to 100 pounds a year, and never gain an ounce of it back.

Now let us examine some of the quite remarkable side effects of this diet—documented bonus-benefits that no crash-diet on earth, for example, could ever get you.

In the first place, because of the scientific nature of this diet, it has proven—in case after case—to be of special help to men and women whose excess fat is primarily on or below the waist. It has enabled such men and women—some of whom had been plagued all their adult lives with ugly fat deposits on their hips, thighs and legs—to trim off these ugly bulges WITHOUT losing too much from their bust or face at the same time!

Secondly, because this diet is NOT a crash diet, NOT a torture diet, it does NOT cause the skin of your face to collapse, wrinkle and furrow in that terrible way that crash diets so often do.

On the contrary, if you follow this Final Diet precisely, your face will look younger, and younger, and younger—from almost the very first week. And you will lose up to 100 pounds per year. And never gain an ounce of it back.

And you will be able to lose this weight, and keep it off, despite the parties you attend—despite the business or club lunches and dinners—despite all the "social eating and drinking" everyone of us must do, every week of our lives! — — — —

Because this is the first diet you have ever seen that gives you specific techniques for dealing with each one of these "food traps." That allows you to satisfy yourself AND your diet AND your companions—without calling the slightest attention to the fact that you are dieting, and by actually allowing you to SEEM to eat and drink as much as they are, when you are really LOSING POUNDS AND INCHES at the very same moment that they are gaining them!

Yes, even if you attend another business lunch every day of the week, when you follow this Final Diet, you will lose up to 100 pounds per year, and never gain an ounce of it back.

In fact—

MANY PATIENTS FOUND THIS DIET SO EFFECTIVE THAT THEY LOST TWICE AS MUCH WEIGHT AS THEY HAD ORIGINALLY HOPED TO! HERE'S HOW THEY KEPT THAT WEIGHT OFF, AND WHY YOU WILL TOO.

The proof of this diet, of course, is in the results it produces for YOU. That is why we allow you to read it from cover to cover AT OUR RISK, and why you can try it for thirty full days thereafter without gambling a penny.

Let us make this perfectly clear: The first thing you do when you receive this book, is write down the exact amount of weight you want to lose, right inside it. This may be 10 pounds—20 pounds—40 pounds—or more. It makes no difference.

Then, that same day, you begin the diet. But with THIS thought in mind:

Every one of the 10,000 successful patients who have traveled this road before you, have written down the figure that they wanted to lose. But once they got started—once they learned these new eating habits—many of them simply went FAR BEYOND the weight-loss figure they had first thought would be "perfection" for them!

For example, one woman patient wanted to lose 10 pounds, and be as thin as she was five years before. But as the diet developed, and the fat melted away from her body, she decided to GO ON and lose 20 pounds, and be as slim as she was on the first day she was married!

Why did these patients decide to lose more, and more, and even more weight? FOR THE VERY SAME REASON THAT THEY DID NOT PUT THIS WEIGHT BACK ON AGAIN! Because by following this diet precisely, these men and women LEARNED NEW EATING HABITS. They literally retrained their appetites! They destroyed the fat-causing food patterns that had kept them overweight for years!

This was by no means easy—but they did it, and you can do it too! *And once you have done it, it will be practically impossible for you to eat in the same old fat-causing way that you are eating today!*

Once you follow this Final Diet precisely . . . once you put yourself on the road to making these scientific new eating habits your guides to health and beauty . . . then you must lose up to 100 pounds per year, and never gain an ounce of it back.

PROVE IT YOURSELF—ENTIRELY AT OUR RISK.

The choice is now yours. You have been on fad diets—easy diets—miracle diets. You have lost some weight. You have gained it right back again!

NOW DO YOU WANT TO LOSE IT FOR GOOD?

There is no wardrobe in the world you can buy that will make you look as attractive. There is no pill in the world that will give you as much renewed energy and vitality, or add more healthy years to your life.

The choice is yours. This is a book for people who mean business. If you really mean business, cut out the coupon and send it in—at our risk—today!

About The Author: DR. MORTON B. GLENN

Dr. Glenn is President of the American College of Nutrition. He has served as medical consultant to the U.N. and as President of the Food and Nutrition Council of Greater New York. In addition to his private practice, he is chief of the Obesity Clinic at Knickerbocker Hospital, of the Morrisania Nutrition Clinic, New York City Department of Health, of the Elgs Bay Obesity Clinic, New York City Department of Health.

SOME OF THE STARTLING MEDICAL FACTS YOU WILL DISCOVER IN THIS BOOK:

- **The one fatal TIMING mistake that makes most people fat (90% of all over-weight people do it). Not in this case, what you eat, but how you eat it. See page 18.**
- **The incredibly simple secret of making the same amount of food seem TWICE AS MUCH. See page 20.**
- **The only effective way to handle tension-eating. See page 22.**
- **How to deal with the extra, after-meal stimulation you need if you're just stopped smoking. In other words, how to stop smoking without gaining weight. See page 25.**
- **How to make artificial sweeteners go twice as far. See page 125.**
- **Twenty-seven Escape-Valve foods, that you can eat in any reasonable quantity. See page 120.**
- **"Slim-Shakes"—delicious, satisfying, non-fattening snacks. See page 114.**
- **Eat this delicious food, and it will probably kill your "uncontrollable" craving for sweets, right on the spot! See page 122.**
- **How to drink with a client (or a friend) and never have him notice that you're dieting. See page 164.**
- **Scientific Weight-Loss Charts—detailing the exact amount that you can expect to lose each week with this diet. And why—as has often happened—if you lose twice or even three times the expected amount in the first week or two, you must consider this a lucky bonus, and guard against going off the diet the very next week!**

A strict diet is a strict book? Yes! BUT ONE THAT PRODUCES RESULTS! That gets you all the weight-loss, weight-gain see-saw! And that gives you unexpected aids to final, scientific reducing almost every step of the way. Prove it yourself! Try it at our risk—today!

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FORMAÇÃO
COPY-
WRITER

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 quickly 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.



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. . . .

---MAIL NO-RISK COUPON TODAY---

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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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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.*

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FORMAÇÃO
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IS IT POSSIBLE?

An Automatic Income for Life of $20,000... $50,000... $100,000 a Year...

Without Working... from a Business That Runs Itself!

"I'll show you dozens of plans you can start easily — without investing a cent!" says Ty Hicks.

Dear Friend:

Did you ever stop to think how great it would be to have an automatic income for the rest of your life — an income that goes on whether you work or not? An income of $200 . . . $400 . . . $800 . . . $1,000 a week or more, to do with as you please?

Believe it or not, there are actually scores of businesses that could be bringing you a fortune, without your lifting a finger! Easy, proven, money-making businesses that practically run themselves — to give you extra income without work! All you bring to them is a little ingenuity and the step-by-step methods outlined in this book!

Furthermore, you can get into many of these businesses, in your spare time — and build a fortune fast — starting with no money of your own! That's right! An automatic income, without investing a cent!

For Example —

- I'd like to tell you about a method a former blue-collar worker uses — requiring no equipment other than a pencil and paper, and no special skills. He helps other businesses get started. As part of his fee, he becomes a "silent partner" in each business. Today he has an income of more than $50,000 a year, from some 18 businesses. Yet he doesn't work even a minute a month at any of them!
- In another spectacular fortune-making method, all you do is make up company names, and sell them to companies that need names. Using this method, one fortune builder sold nearly $30,000 worth of corporate names in 6 months. And in the next six months, she sold $237,700 worth of names! All without investing a cent of her own!
- And I'd like to show you how another fortune builder acquired a business that practically runs itself — a parking lot — without spending a cent of his own, even though he was a bad credit risk. Today, he owns 14 parking lots. His net income from each lot is $15,000 per year, giving him a total net income of $210,000 per year!

I Want To Tell You All About These — And Many Other —"Automatic Income" Opportunities Entirely At My Risk! Like This:

Success can, and will be yours — if you use these suggestions and apply these techniques. I use them myself. My name is Ty Hicks. Today I have several automatic incomes going for me. "Automatic" because I spend less than TWO DAYS A WEEK, supervising these businesses — with ample time for things like travel, entertainment, hobbies!

Yet not one of these businesses cost me a cent to start!

You'll find the full details in a new book which I have written . . . an eye-opening, profit-laden book that shows you a dazzling array of powerful, proven, money-making opportunities . . . 90% of which require little or no cash, and even less effort! To get it — free for 10 full days, simply fill out and mail the enclosed post-free card, and you'll receive your copy of:

How To Borrow Your Way To A Great Fortune!

In this book you'll find scores of tried and proven ways to borrow money quickly, and use it to build a fortune . . .

Whether you're a man or woman, old, young, married, unmarried . . . Even if you haven't got a job . . . or are a member of a minority work for you!

You'll discover . . .

- How you can get up to $5,000 easily on your signature alone, even if you have been refused before!
- How you can get up to $5,000 for as little as $8 a month!
- How you can get as many as six signature loans, for $5,000 each — in ONE DAY — for a total of $30,000!
- How you can get a large sum of money — thousands of dollars — that does not have to be repaid, is interest-free, tax-free, and can be used for any business purpose, including your salary!
- Over 10,000 ready sources of cash for you (many by mail)!

I'll show you how to use a loan as your springboard to riches! For unlike a car or TV loan, which doesn't pay you anything back, except pleasure, a business loan will often pay you a PROFIT of $50, $100, $200 or more PER WEEK!

Put these wealth-studded tips to work and you can soon be richer than you ever thought possible.

Instant Money Can Be Yours!

Every year, thousands of beginning wealth builders hit the big money by using borrowed money. Many of these have no credit rating of any kind when they start. Yet they hit the big money! Let me show you how! I'll show you how you may get all the money you need in a few hours — maybe even a few minutes!

Fantastic Fortune-Making Bargains!

There are unbelievably powerful fortune-making bargains available to you today. Opportunities — open to everyone — that you can take advantage of, with little or no cash, that can stuff wads of profit dollars in your pocket, quickly and easily!

For example, you'll discover —

- How a $23,500 split-level home was purchased for only $180.22 — and sold for thousands of dollars profit!
- How a 27-room mansion on 13 waterfront acres was purchased for only $98.18!
- How a $12,000 farm-style home was purchased for $55!
- How you may "mortgage out"—a technique that gives you ownership of a property with no money down and with a cash payment to you!

Incredible as it seems, these opportunities are in your local area right now! You don't need any kind of "luck" to find them. I'll show you exactly how to find such fortune-making bargains right away, in the pages of my book. Just apply a little imagination to fit them into your own situation — and you're on your way to a fortune like these.

Shortcuts That Zoom Your Income!

You can, by using the methods in this book, make yourself a millionaire. Others have done exactly that. I've watched them. People like—

- Cliff R. Using the secret just mentioned above, Cliff purchased and sold some 25 properties in a six-month period. His profit on these deals was $68,000!
- Sam T. used another one of the sources revealed in this book to get $400. He invested this money in valuable postage stamps, and sold them to fellow stamp club members. Within 3 years, he was worth $500,000!
- You'll see how Larry M. got the money he needed to buy $14,000 worth of paintings. In 2 years, he was offered almost FIVE TIMES as much for them. But Larry waited another year and sold them for more than SIX TIMES the purchase price: $100,000. This is a neat income — particularly when you remember that Larry didn't invest a dime of his own!
- Ben D., considered such a poor credit risk that six banks had refused him time after time, used a method revealed in this book to get a $50,000 five-year loan in less than 30 minutes! He used this money to buy a restaurant. Today, he has five booming restaurants, and more money than he can spend!
- Joel L. started with a gas station which he took over, using one of the many easy loans I tell you about. Once Joel had the gas station, he began to look around for other easy-money businesses. Soon he had a real estate office, a pet shop, a hardware store, a second gas station, and a laundry. His net income from these businesses was $75,000 the first year!
- Herb F. was a mailman for the Post Office, in a little town in the midwest. Using the method I tell you about — for obtaining large sums of money for as little as $8 a month — he obtained $40,000 without putting up a cent! He used this money to buy a $600,000 motel. Today he's on easy street. Yet it took him only a few weeks to hit it big!
- Clint T. couldn't stand the 9-to-5 routine of his job. He decided he had to make a pile of money as quickly as possible. Using one of the sources revealed in this book, he borrowed $2,000 and invested it in a meat business. In less than 2 months, he made a profit of $12,300 — OR OVER $200 PER DAY FOR DOING NOTHING, while he had other people's money invested!

Everywhere I go in this world I meet successful, wealthy people. Were you to travel with me you'd meet these rich people in the best hotels, the finest restaurants, exclusive clubs, and the biggest resorts. What's more, you'd learn a great secret from these wealth builders.

- Nearly every person who built great wealth for himself in recent years did so with little or no cash and wound up with a lot of money!

If you met these people, as I have, you'd soon be convinced that the best way to build a fortune today is by using OPM — other people's money. And you would be right. It is the most powerful, the greatest key to fast riches, starting with little or no cash, known in the world today!

Use A Loan As Your Springboard To Riches

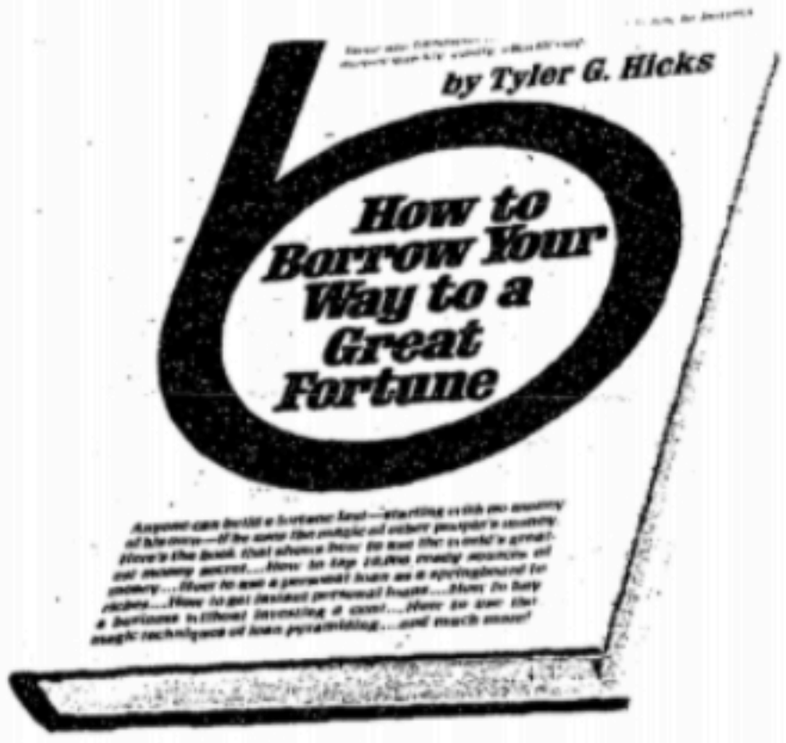
Thousands of people have asked me — How, and where, can I borrow the money I need to start, expand, or improve a business?

My new book, HOW TO BORROW YOUR WAY TO A GREAT FORTUNE, tells you! It probably gives more sources of loans than any other book ever published — small loans, big loans!

There are hundreds of profitable deals you can set up, using this ready cash! You'll learn about these in my book. I'll show you how to get into a business that's

- Simple to run!
- Gives an immediate income!
- Can grow quickly!

. . . and give you an automatic income for the rest of your life, perhaps! An income that goes on whether you work or not!



ABOUT THE AUTHOR

Ty Hicks has built several fortunes for himself and others, using the methods he gives you in this book. Today he has several *automatic incomes* going for him. "Automatic" because he spends less than two days a week, supervising these businesses — with ample time for things like travel, entertainment, and hobbies!

More amazing still, he began his search for wealth with *no contacts, no private fortune*, his father having died when Mr. Hicks was only 14. Today he is personal advisor to many aspiring fortune builders. His activities include conferences on business planning, at $50 an hour.

During his career, Mr. Hicks has made money in hotels, apartment houses, rental real estate, boating, shipping, publishing, amusements, the stock market, printing, engineering, and theaters. He is at present the owner of several important service industries, as well as the author of three other best-selling books: *How to Build a Second-Income Fortune in Your Spare Time, Smart-Money Shortcuts to Becoming Rich,* and *How to Start Your Own Business on a Shoestring and Make Up to $100,000 A Year.*

-----MAIL NO-RISK COUPON TODAY-----

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Gentlemen: Please rush me a copy of HOW TO BORROW YOUR WAY TO A GREAT FORTUNE by Tyler G. Hicks. I understand the book is mine for only $7.98 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.

☐ Enclosed is my payment. ☐ Please charge my credit card:

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☐ American Express ☐ Bank Americard ☐ Diners Club

Account No. _____

Name _____

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City _____

State _____ *Zip* _____

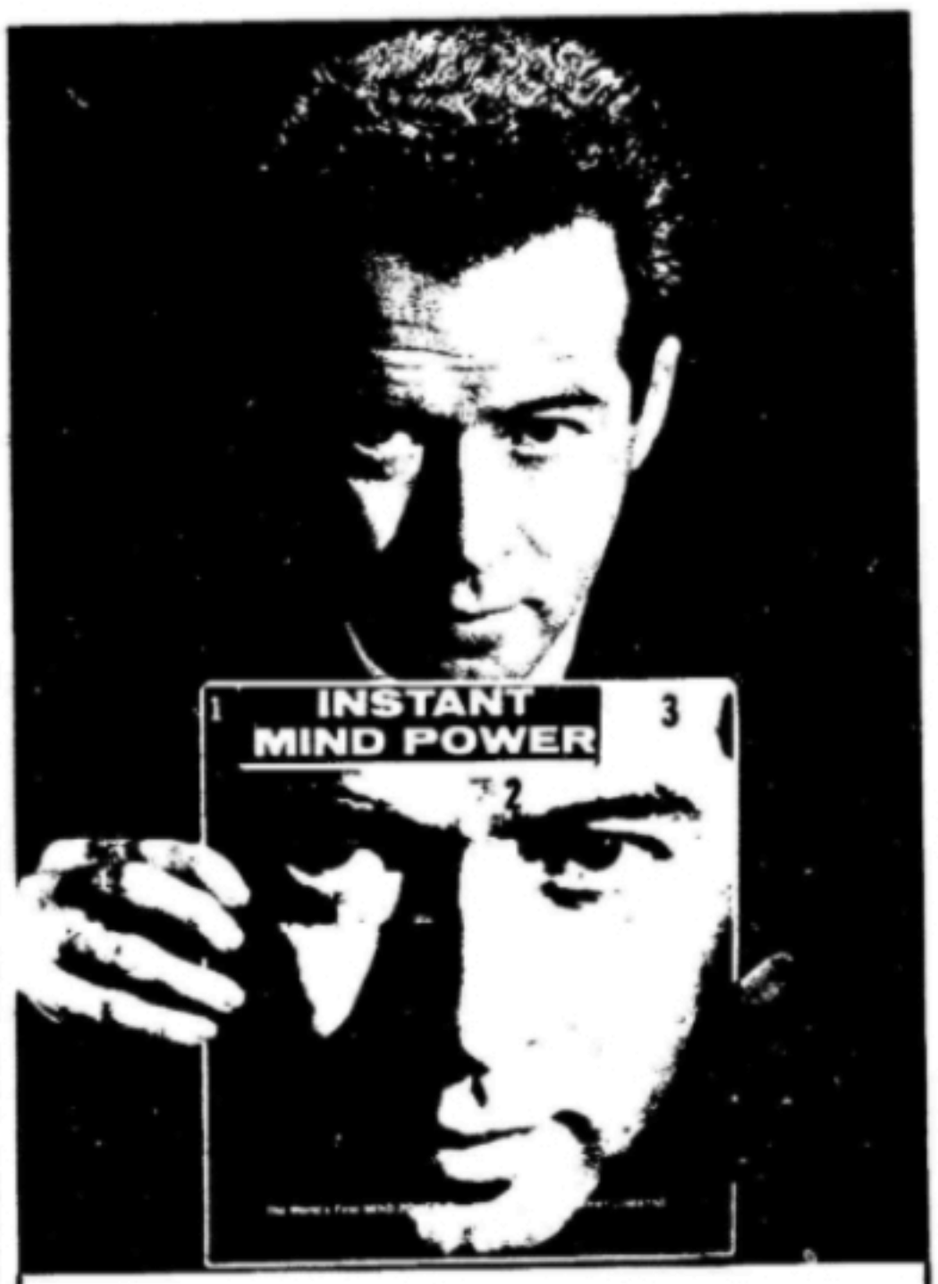
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LET THIS MACHINE WORK ON YOUR MIND FOR ONE EVENING...

and I guarantee that your friends will gasp in astonishment at the feats of "Mental Magic" you can perform that very next morning.



By HARRY LORAYNE

For example, which of these seven "Mind Power Miracles" would you like to accomplish—not by torturous study for weeks and even months as you'd do today—*but simply by playing a fascinating question-and-answer game WITH A MACHINE for as little as a single evening.*

Take your choice! You can:

1) DOUBLE YOUR MEMORY FOR NAMES AND FACES—in that very first evening alone!

2) MAKE ANYBODY LIKE YOU, from the very first moment they meet you!

3) BUILD A WILL OF IRON, that smashes obstacles right out of your path, skyrockets your earning power.

4) DEVELOP POWERS OF X-RAY OBSERVATION that will astound your friends!

5) MAKE BAD HABITS BREAK THEMSELVES, even if they've plagued you for years!

6) FLASH-LEARN ANYTHING YOU WISH, even absorb whole books in as little as thirty minutes!

7) AND MAKE FEARS AND WORRIES VANISH INTO THIN AIR, *automatically, simply by answering the questions that this machine asks you—almost exactly as though you were doing a cross-word puzzle or carrying on a conversation with a friend!*

Sound Impossible? Not At All! NOT WHEN THE MACHINE TEACHES YOU THESE SIMPLE TRICKS!

Let me explain: If you are a reader of this paper . . . if you can understand these words . . . *then you have brain power RIGHT NOW to accomplish anyone of these seeming "miracles" you wish—without spending more than a single evening to prove it to yourself beyond doubt!*

Why? BECAUSE EVERY ONE OF THESE ACCOMPLISHMENTS IS A TRICK! And using this machine, I can teach you that trick in as little as a single evening!

For example, the secret of building a file cabinet memory *is a simple mental trick!* Using this machine I can teach it to you in approximately fifteen minutes!

The secret of making anybody like you—of towering over others through the power of your personality and your intellect—*is a trick! Using this machine I can teach it to you in less time than it now takes you to watch an ordinary TV Program!*

Yes! And the secret of breaking out of the prison of old habit-patterns that have been crippling you for years . . . of filling every day of your life with irresistible new enthusiasm and self-confidence . . . of doubling the amount of work you can squeeze out of every hour and skyrocketing your income overnight IS A TRICK! USING THIS MACHINE I CAN TEACH IT TO YOU IN AS LITTLE AS A SINGLE EVENING.

Here's why! Here's why I say that this machine teaches you up to TEN TIMES AS FAST as any book you will ever pick up!

Here's why it has you performing feats of mental magic — THAT YOU LITERALLY WOULDN'T HAVE BELIEVED POSSIBLE ONE SHORT HOUR BEFORE!

15 Minutes Of Pleasure Every Evening—To Build the Powerhouse Mind Of Your Dreams!

For example, let's say that tomorrow night you wanted to actually DOUBLE your power to remember names and faces—*and astonish your friends, your employers, your fellow-workers with that new-found ability THAT VERY NEXT MORNING!*

Then all you do is this —

Simply insert in the machine the first section, on Memorizing Names and Faces! Instantly — automatically — in the small window at the top of the machine — you are shown Secret Number One of developing a "Photographic-Memory"! *A simple five-second trick that lets you "mentally-photograph" anyone's face you happen to meet — feature by feature — till it's almost impossible for you to forget it!*

Then — in that exact same moment — the machine moves on to show you how to take that same person's NAME, *and turn it instantly into a picture!* And then burn that picture-name into your memory so vividly that it will be virtually impossible for you to look at that face without having the name spring automatically to the tip of your tongue!

All this, in minutes! And then the machine moves on again, to let you prove this new-found power to yourself — instantly! Because now the machine introduces you to FIFTEEN names and faces, exactly as if you met them at a party . . . gives you the key to burning each one of the identities indelibly into your memory . . . then shows you the faces again — *this time without their names!*

And when you discover that everyone of those fifteen names automatically pops into your memory the moment you glance at each face again . . . when you realize that you now have at your command the strongest single tool ever invented for winning the respect and admiration of anyone you ever meet — A VIRTUAL "PHOTOGRAPHIC MEMORY" FOR NAMES AND FACES THAT YOU HAVE ACQUIRED FOR LESS THAN A SINGLE HOUR'S PLEASURE—*then you will begin to sense the incredible power of this new Machine-Method of learning!*

And this is just the beginning!

Now the Machine Moves On! To Build You A File-Cabinet Memory In A Dozen Different Ways!

Now — slip into the machine the sections on Doubling Your Power to Learn . . . on absorbing facts and figures as fast as you can run your eye down the print-page! Instantly, you're shown the secret of turning NUMBERS into pictures, and burning those picture-numbers — telephone numbers, for example — into your mind so perfectly that you can amaze forty of your friends at a party by reeling off their telephone numbers, one after the other, *as rapidly as if they were printed right on the wall in front of you.*

In minutes, you learn how to memorize whole price lists, appointment schedules, shopping lists, speeches, sales presentations, highlights of important articles — all in perfect order, frontwards and backwards, so that when you've finished one point the next point automatically springs to your mind!

And then the machine moves on again, to *put this new memory-power to work in absorbing whole books and conversations for you!* One simple trick alone gives you a virtual "tape-recorder memory" for the spoken word — to let you impress your superiors at work by repeating back to them their most casual instructions, step by step *. . . to win dozens of new friends by quoting, almost word for word, from conversations you had with them months before!*

Yes! And another of these secrets *actually cuts your reading time in half!* Lets you absorb the key ideas of most books in as little as thirty minutes! Burn a magazine article into your memory in five minutes! Flash through a business report in three minutes! *And dazzle others with your mastery of this material that very same night — or as much as five years later if you chose!*

And this is still just the beginning!

Again the Machine Moves On! To Double Your Power To Bend Others To Your Will!

Now you load the machine with the "Personality Programs!" The four sections loaded with tricks that:

1) MAKE ANYBODY LIKE YOU, from the first four words that you speak! Gain immediate attention at any gathering, before you even begin to talk! Get other people to listen to no one but you! Avoid the everyday blunders that automatically antagonize people! Handle embarrassing situations, without losing the other person's respect! Turn opponents into friends! Build fierce loyalty to yourself, wherever you go! *Get others to do exactly what you want them to do — and love doing it for you!* And much more!

2) DEVELOP A WILL OF IRON that won't take no for an answer! Smash through obstacles that are impassable to ordinary men! Overcome the memory-chains of past failures that are crippling you today! *Find time to do anything you want, and turn your dreams into reality overnight!* And much more!

3) BANISH FEAR AND WORRY FROM YOUR LIFE! Harness those very worries that are holding you back today — put them to work — get other people to shoulder them for you! Find the "fear-behind-the-fear" and get rid of it! *Turn big "failures" into little successes — automatically!* And much more!

4) MAKE YOUR WORST HABITS BREAK THEMSELVES By using the seven "sneak attacks" that literally SHATTER even the most deadly habits — whether they may be smoking, drinking, overeating, insomnia, nervousness and all the rest! *Plus a startling new way to weld power-packed NEW habits into your character automatically — make them an automatic reflex, almost overnight!*

HOW WE PACKAGED A GENIUS— TO SHIP HIM INTO YOUR HOME!

This is Harry Lorayne—the man with the most incredible memory in the world—the man who can remember the names and faces of OVER SEVEN HUNDRED PEOPLE in a single evening, after meeting each one of them only once!

Perhaps you have watched Mr. Lorayne on the Jack Paar, Johnny Carson or other television programs! Perhaps he has lectured on Mind Power before your club, or fraternal association, or business firm, just as he had for IBM . . . U. S. Steel . . . General Electric . . . RCA . . . Standard Oil . . . and over a thousand others!

Or perhaps you are one of the over a third of a million people who purchased Mr. Lorayne's two great books on skyrocketing the power of your thought and your personality!

But now Harry Lorayne has gone beyond teaching Mind Power Improvement in a book! Now Harry Lorayne has achieved a breakthrough that may revolutionize Mind Power Improvement for every man, woman and child in this country!

Now Harry Lorayne has taken his COMPLETE Mind Power Course—designed to strengthen ALL ELEVEN vital functions of your mind—and built that course into an amazing Mind Power Machine THAT VIRTUALLY REMOVES WILL POWER or "STUDY" FROM SELF-IMPROVEMENT! That teaches you these secrets simply by engaging you in conversation about them! That lets you "talk" your way to a Bulldozer Mind, in far less time than you ever believed possible!

And that actually works better if you do not try to study or memorize it at all—so that the machine, and Harry Lorayne, CAN DO ALL THE REAL WORK FOR YOU!

Read the thrilling details on this page! Prove it yourself, in your own home, entirely at our risk! Send in The No-Risk Coupon—TODAY!

Prove It Yourself Entirely At My Risk!

Plus whole sections on creating winning ideas . . . making difficult business and personal problems solve themselves . . . developing "X-Ray" powers of observation that tell you hidden secrets ordinary people never even see at all . . . *even the latest executive techniques of making fast, forceful decisions that are radar-right!*

And all eleven courses—in one great machine — yours without opening a single book . . . reading a single page . . . or memorizing a single rule! Only $6.98 complete! Full money-back guarantee! Order today!

EXECUTIVE RESEARCH INSTITUTE, Inc.
Dept. FW-16
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Yes, I want to try Harry Lorayne's amazing new MIND-POWER MACHINE, entirely at your risk. I am enclosing the low introductory money-back guarantee price of only $6.98 complete. I will use this revolutionary new machine for a full 30 days at your risk. If I am not completely delighted . . . if it doesn't do everything you say, I will simply return it for every cent of my money back.

☐ If you wish your order sent C.O.D. Check Here! Enclose $1 good-will deposit. Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

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DON'T PAY A PENNY

TILL THIS COURSE TURNS YOUR MIND INTO A

MENTAL MAGNET

That automatically draws friends, power, love, money far beyond your fondest dreams into your life OVERNIGHT!

Yes! Here is your chance to literally MAGNETIZE THE SCATTERED, DISORGANIZED POWERS OF YOUR MIND—OVERNIGHT! To focus . . . at a single command—your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, To GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS—OVERNIGHT!

And do it simply, as logically, as inevitably as this:

PROVEN BEFORE MILLIONS!
IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can develop such dazzling PERSONAL MAGNETISM overnight that you can attract a man or women to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them . . .

that you can develop such invincible WILL POWER that you can simply crush anyone that dares oppose you, as though you were brushing a fly off your forehead . . .

that you can unleash such overwhelming PERSONAL DRIVE AND ENERGY—POWERS OF REASONING AND ANALYSIS-KEEN FINANCIAL JUDGMENT that the men and women in charge of money-making opportunities will actually SEEK YOU OUT to participate in their profits!

I realize that these promises appear incredible to you at first glance — UNTIL YOU UNDERSTAND THESE FACTS:

The creator of this entirely-new, entirely different method of Overnight Personal Power is Harry Lorayne — America's internationally-famous "Master of Mental Magic"!

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Johnny Carson, or Merv Griffin television shows! Where—by transforming his mind instantly into an incredibly-powerful "Memory Magnet"—*Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!*

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as *$1,000 a week by over one hundred of the country's leading blue-chip corporations—TO SKY ROCKET THE POWER OF THEIR TOP EXECUTIVES INTELLECT, WILL POWER, PERSONALITY—OVERNIGHT!*

YOURS FREE!

SELF HYPNOTISM, yours to keep FREE, even if you return the MENTAL MAGNETISM COURSE for every cent of your money back!

Now, at last, a world-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 marital life—who want to conquer pain and depression.

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

- How to help change the conditioned reflexes which cause allergies.
- How Hypnosis may help rid you of hay fever.
- How you may help cure some skin conditions.
- How to relax completely and help free yourself of nervous tension.
- How to overcome morbid fears.
- How to use post-hypnotic suggestion to overcome hostility and anger, frustration, fear of rejection.
- How you may help control overweight—by self-hypnosis.

Here's how easy it is to get the FREE BOOK:

Simply send in with the No-Risk Coupon, the full price of the MENTAL MAGNETISM COURSE today—$9.98. WE WILL THEN AUTOMATICALLY SEND YOU YOUR *FREE* COPY OF SELF HYPNOTISM.

AND YOUR FULL MONEY-BACK GUARANTEE STILL HOLDS TRUE 100%. Again, you try this Course ENTIRELY AT OUR RISK. If you are not delighted in every way *simply return the course for every cent of your money back at once, and keep your FREE copy of SELF HYPNOTISM anyway, as our gift!*

TREMENDOUS PERSONAL POWERS LIE SCATTERED — USELESS — WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE *MENTAL MAGNETIZERS* THAT FOCUS AND UNLEASH THOSE POWERS — *WITH ALL THE FORCE OF AN EXPLODING VOLCANO!*

How does he do this? How does this dedicated, almost-hypnotic human being transform lazy, unfocused, easily-fatigued minds into *throbbing dynamos of personal power?*

The answer is simple: *He subjects them to a series of fascinating Mental Exercises—which he calls MENTAL MAGNETIZERS!*

Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—*that I must warn you that you may not be able to sleep that first night for the flood of excitement that wells up inside you!*

Yes, the sheer excitement of realizing that OVERNIGHT your mind is operating with the speed and power and precision of *a giant computer* . . .

that OVERNIGHT you have developed the priceless gift of *taking command of others*—and making them love every moment of it . . .

that OVERNIGHT you have *shattered habits, weaknesses and limitations that had crippled you for years*—and replaced them with an irresistible drive and determination that makes enemies flee from your path like ants beneath your feet!

All in a single evening apiece! All without you risking a penny! *ALL ACCOMPLISHED FOR YOU simply by glancing through each of these Mental-Magnetizer Exercises in turn! And letting them strengthen ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY—LIKE THIS:*

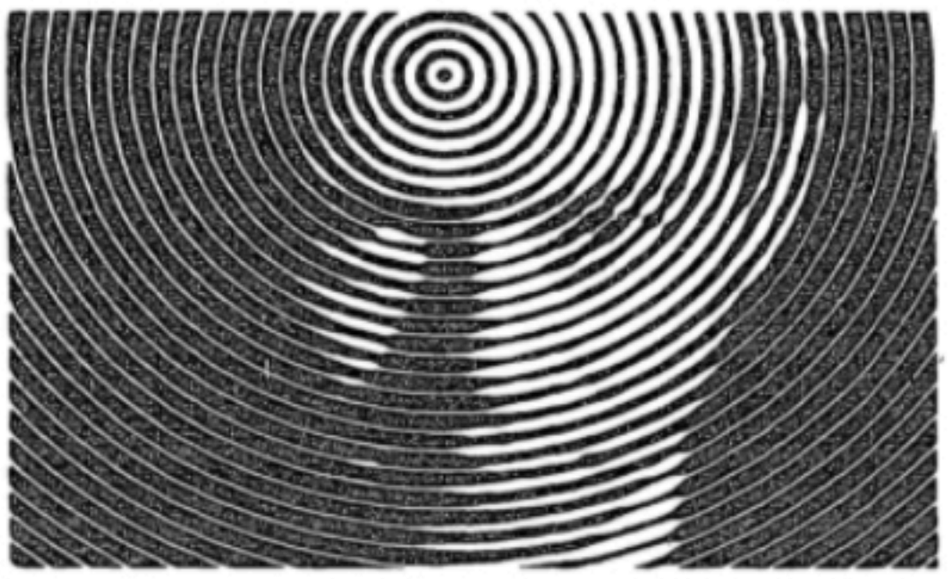
THE FIRST EVENING — YOU TURN YOUR BRAIN INTO A GIANT *MEMORY MAGNET!*

We make only one demand on you: That you start with the most vital function of your mind first—your memory—and *then use the incredible new memory power that you are going to develop—overnight—as a base to take INTELLECTUAL COMMAND of situations and people that would have been uncontrollable for you only a few short days before!*

For example—

The very first evening alone, you automatically begin removing HIDDEN MEMORY BLOCKS that have crippled your *mind for years!* Once they are gone, you find your mind operating AT ITS FULL MENTAL POWER for the first time in your life! You find names, faces, facts, figures STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET! You find yourself capable of performing breath-taking feats of memory, OVERNIGHT, like these:

You walk into a room filled with 15 or 20 new people . . . meet them all . . . and then, when you say goodnight to them, *call every one of them by name, and tell them to send your regards to their wife and children—again calling the wives and children by THEIR correct names!*



You can astound your boss at work by feeding back to him like a computer step-by-step directions that he told you as much as six months or a full year before—*and repeating them back to him, almost WORD BY WORD!*

You can enter a discussion at a party or your club, and automatically open the floodgates of your memory as though everything you had ever heard or read was stored in a huge "filing cabinet" in the back of your brain! *All this material is instantly available to you to overwhelm an opponent with facts . . . to quote from sources most people have never even heard of . . . to irresistibly press home your point and win dozens of new admirers and friends!*

And this is just the beginning! Just the start of the new social, personal, financial power these amazing MENTAL MAGNETIZERS give you!

NOW YOU CAN GO ON TO MELT AWAY SOCIAL INHIBITIONS! TO ATTRACT NEW FRIENDS, NEW RESPECT, NEW LOVE *LIKE A GIANT MAGNET!*

Now you are shown the automatic secrets—always buried within you, but unavailable to your control before—of instant relaxation . . . towering self-confidence . . . personal magnetism . . . the kind of spontaneous charm that melts even icebergs . . . *the priceless ability to instill respect and trust and even love for yourself in others—and use these emotions to gain the triumphant success and armies of friends that you might not even have DARED to dream possible before!*

Think what it will mean to you to suddenly—overnight—develop the ability to DEMAND WHAT YOU WANT from other people, AND HAVE THEM GIVE IT TO YOU WILLINGLY! To get higher pay than any other person in your office for the same job . . . to make unfriendly neighbors, co-workers, club members suddenly long for your approval . . . to rekindle your mate's interest in you even if she or he hasn't looked at you in years . . . to gain the active support and patronage of the wealthiest and most influential men in your community—*and skyrocket your career and your financial security OVERNIGHT!*

Make no mistake about it—these secrets WORK! Harry Lorayne has used them to flash from an obscure, poverty-stricken childhood to an income today of as much as $3,000 for a single week's work—*and a personal friendship with some of the world's leading corporation heads, as well as dozens of television and movie stars!*

These Instant Friend-Winning Techniques have worked for him—they have worked for TENS OF THOUSANDS of other people just like you—THEY MUST WORK FOR YOU! And yet, they are STILL ONLY THE BEGINNING!

NOW YOU GO ON, TO LEARN THE FABULOUS SECRETS OF *MAKING MONEY COME TO YOU, WITHOUT NEEDING TO SEEK IT OUT!*

Now come the MENTAL MAGNETIZERS that draw opportunity . . . profit . . . wealth . . . security . . . power into your life!

Not a single one of these sections deal with working longer or harder—or doing better in your job—or driving yourself into a frazzle to beat the competition! Instead, they show you SEVEN GOLDEN WAYS TO LET YOUR BRAIN MAKE YOU RICH—TO GET SOMETHING FOR ALMOST NOTHING—TO LEAVE ALL THE HARD WORK AND THE RISK TO OTHERS!

For example, one of these MENTAL MAGNETIZERS shows you how to develop X-Ray Powers of Observation — "FINANCIAL RADAR"—that lets you make fortunes, for pennies, *in situations that other people are fighting to get out of!*

Another of these MENTAL MAGNETIZERS gives you, overnight, A WILL OF IRON—that practically "hypnotizes" other people to do your bidding . . . *that enables you to enlist the cooperation, AND EVEN THE SELF-SACRIFICE OF OTHERS TO YOUR CAUSE, until soon you have dozens of devoted supporters, helping to make you rich!*

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money! How to make financial and business problems HALF-SOLVE THEMSELVES BEFORE YOU EVEN TOUCH THEM—so you build a million-dollar reputation as the man who can do "the impossible"! *How to build razor-sharp executive judgment, and the kind of TAKE-COMMAND DECISION-MAKING POWERS that make others instinctively turn to YOU for direction, for leadership, for absolute final command!*

DESIGNED TO SELL FOR $50 — NOW YOURS FOR A SMALL FRACTION OF THAT PRICE!

The Harry Lorayne MENTAL MAGNETISM COURSE was originally designed as a monthly correspondence program—consisting of twelve separate sections. It was designed to sell for $4 for each Section, or $48 plus postage for the entire program.

Since this Mental Magnetism Course is completely unique . . . and since it allows you to accomplish feats of Mental Power that no other course or book has ever even dared attempt before . . . we believe it would be an exceptional bargain at this $48 price.

However, since this original price would bar many people who desperately need this information, we have convinced Mr. Lorayne to remove the correspondence feature from the course . . . to take all twelve sections, and put them together in one handsome loose-leaf binder . . . and release the course, not for the original $48, but for only $ 9.98, complete.

But we do NOT ask you to pay this amount *until you have proven its incredible result for yourself.* What we suggest instead, is this:

SEND NO MONEY NOW!

Just mail in the enclosed FREE TRIAL coupon today! This wonder-working course will immediately be sent to you *without cost, obligation or pre-payment of any kind.*

Try it for ten full days, entirely at our risk. At the end of that time, if (as we believe) you are completely delighted, then send us the low cost of only $9.98.

If, on the other hand, you are disappointed in this course *in any way*—if it does not live up to every one of the claims we have made for it on this page—then simply return it to us, *and owe nothing!*

Thus you have nothing to lose. But you have incredible mental and personal magnetism—*magnetism so powerful it may be hard for you to conceive of it today*—to gain. Why not send in the No-Risk Coupon—TODAY.

MAIL NO-RISK COUPON TODAY

INFORMATION, INCORPORATED, Dept. NY-10
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me Harry Lorayne's incredible new MENTAL MAGNETISM COURSE—not for the original $48—but for only $9.98 complete. I am enclosing no money at this time.

I understand that I may prove every claim you have made before I pay a penny. I will use the course at your risk for 10 days. If I am completely satisfied at the end of that time, I will send you $9.98, the cost of the course, plus postage and handling charges. Or, if I am dissatisfied in any way, I will simply return the course to you, *and owe nothing!*

Name _____
(Please Print)
Address _____
City _____
State _____ Zip _____

☐ CHECK HERE if you want your FREE COPY of "SELF HYPNOTISM." This best-seller is yours FREE if you enclose the full $9.98 at this time. Yours to keep FREE even if you return the Mental Magnetism Course for money back.

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INFORMATION, INCORPORATED · 200 Madison Avenue, New York, 10016

FORMAÇÃO
COPY-
WRITER

NOW! TURN YOUR MIND INTO A

MENTAL MAGNET

That automatically draws friends, power, love, money far beyond your fondest dreams into your life OVERNIGHT!

Yes! Here is your chance to literally MAGNETIZE THE SCATTERED, DISORGANIZED POWERS OF YOUR MIND — OVERNIGHT! To focus . . . at a single command — your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, To GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS — OVERNIGHT!

And do it as simply, as logicaly, as inevitaby as this:

PROVEN BEFORE MILLIONS! IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can develop such dazzling PERSONAL MAGNETISM overnight that you can attract a man or woman to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them . . .

that you can develop such invincible WILL POWER that you can simply smash obstacles right out of your path, as though you were brushing a fly off your forehead . . .

that you can unleash such overwhelming PERSONAL DRIVE AND ENERGY —POWERS OF REASONING AND ANALYSIS–KEEN FINANCIAL JUDGMENT that the men and women in charge of money-making opportunities will actually SEEK YOU OUT to participate in their profits!

I realize that these promises appear incredible to you at first glance — UNTIL YOU UNDERSTAND THESE FACTS:

The creator of this entirely-new, entirely different method of Overnight Personal Power is Harry Lorayne — America's internationally-famous "Master of Mental Magic"!

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Jack Carson, or Merv Griffin television shows! Where—by transforming his mind instantly into an incredibly-powerful "Memory Magnet" — *Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!*

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as *$3,000 a week by over one hundred of the country's leading blue-chip corporations—TO SKY ROCKET THE POWER OF THEIR TOP EXECUTIVES' INTELLECT, WILL POWER, PERSONALITY —OVERNIGHT!*

TREMENDOUS PERSONAL POWERS LIE SCATTERED — USELESS — WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE *MENTAL MAGNETIZERS* THAT FOCUS AND UNLEASH THOSE POWERS — *WITH ALL THE FORCE OF AN EXPLODING VOLCANO!*

How does he do this? How does this dedicated, almost-hypnotic human being transform lazy, unfocused, easily-fatigued minds into *throbbing dynamos of personal power?*

The answer is simple: *He subjects them to a series of fascinating Mental Exercises — which he calls MENTAL MAGNETIZERS!*

Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—*that I must warn you that you may not be able to sleep that first night for the flood of excitement that wells up inside you!*

Yes, the sheer excitement of realizing that OVERNIGHT your mind is operating with the speed and power and precision of *a giant computer* . . .

that OVERNIGHT you have developed the priceless gift of turning opponents into friends. Building fierce loyalty to yourself, wherever you go. Getting others to do exactly what you want them to do —and love doing it for you . . .

that OVERNIGHT you have *shattered habits, weaknesses and limitations that had crippled you for years*—and replaced them with an irresistible drive and determination that makes enemies flee from your path like ants beneath your feet!

All in a single evening apiece! All without you risking a penny! *ALL ACCOMPLISHED FOR YOU simply by glancing through each of these Mental-Magnetizer Exercises in turn! And letting them strengthen ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY–LIKE THIS:*

THE FIRST EVENING — YOU TURN YOUR BRAIN INTO A GIANT *MEMORY MAGNET!*

We make only one demand on you: That you start with the most vital function of your mind first — *your memory — and then use the incredible new memory power that you are going to develop—overnight — as a base to take INTELLECTUAL COMMAND of situations and people that would have been uncontrollable for you only a few short days before!*

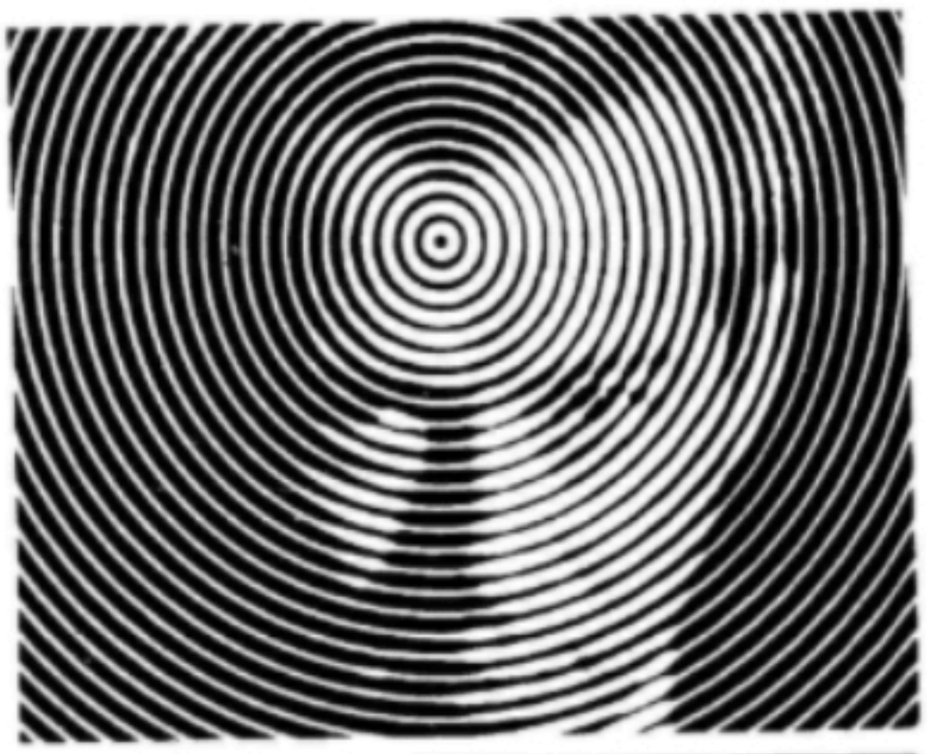
For example—

The very first evening alone, you automatically begin removing HIDDEN MEMORY BLOCKS that have crippled your mind for years! Once they are gone, you find your mind operating AT ITS FULL MENTAL POWER for the first time in your life! You find names, faces, facts, figures STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET! You find yourself capable of performing breath-taking feats of memory, OVERNIGHT, like these:

You walk into a room filled with 15 or 20 new people . . . meet them all . . . and then, when you say goodnight to them, *call every one of them by name, and tell them to send your regards to their wife and children—again calling the wives and children by THEIR correct names!*

You can astound your boss at work by feeding back to him like a computer step-by-step directions that he told you as much as six months or a full year before *—and repeating them back to him, almost WORD BY WORD!*

You can enter a discussion at a party or your club, and automatically open the floodgates of your memory as though everything you had ever heard or read was stored in a huge "filing cabinet" in the back of your brain! *All this material is instantly available to you to overwhelm an opponent with facts . . . to quote from sources most people have never even heard of . . . to irresistibly press home your point and win dozens of new admirers and friends!*



ONE-TIME-ONLY PRICE SLASH!

SAVE ONE FULL DOLLAR on this One-Time-Only Offer!

Yes! Over 60,000 people have already paid up to $6.98 for Harry Lorayne's great new INSTANT MIND POWER COURSE! Now, to liquidate stock, we offer you the same exact course, *word for word*, for only $5.98 complete! A saving of one full dollar! But this offer will be made only this one time in this paper! Paper prices are again rising, and we will not be able to repeat it again! Read the full details about this revolutionary new course below! Take advantage of this one-time-only, full $1 saving—TODAY!

And this is just the beginning! Just the start of the new social, personal, financial power these amazing MENTAL MAGNETIZERS give you!

NOW YOU CAN GO ON TO MELT AWAY SOCIAL INHIBITIONS! TO ATTRACT NEW FRIENDS, NEW RESPECT, NEW LOVE *LIKE A GIANT MAGNET!*

Now you are shown the automatic secrets — always buried within you, but unavailable to your control before — of instant relaxation . . . towering self-confidence . . . personal magnetism . . . the kind of spontaneous charm that melts even icebergs . . . *the priceless ability to instill respect and trust and even love for yourself in others—and use those emotions to gain the triumphant success and armies of friends that you might not even have DARED to dream possible before!*

Think what it will mean to you to suddenly — overnight — develop the ability to DEMAND WHAT YOU WANT from other people, AND HAVE THEM GIVE IT TO YOU WILLINGLY! To get higher pay than any other person in your office for the same job . . . to make unfriendly neighbors, co-workers, club members suddenly long for your approval . . . to rekindle your mate's interest in you even if she or he hasn't looked at you in years . . . to gain the active support and patronage of the wealthiest and most influential men in your community — *and skyrocket your career and your financial security OVERNIGHT!*

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Not a single one of these sections deal with working longer or harder — or doing better in your job — or driving yourself into a frazzle to beat the competition! Instead, they show you SEVEN GOLDEN WAYS TO LET YOUR BRAIN MAKE YOU RICH — TO GET SOMETHING FOR ALMOST NOTHING—TO LEAVE ALL THE HARD WORK AND THE RISK TO OTHERS!

For example, one of these MENTAL MAGNETIZERS shows you how to develop X-Ray Powers of Observation — "FINANCIAL RADAR"—that lets you make fortunes, for pennies, *in situations that other people are fighting to get out of!*

Another of these MENTAL MAGNETIZERS gives you, overnight, A WILL OF IRON—that won't take "no" for an answer! Smash through obstacles that are impassable to ordinary men! Overcome the *memory-chains* of past failures that are crippling you today! *Find time to do anything you want, and turn your dreams into reality overnight!*

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money! How to make financial and business problems HALF-SOLVE THEMSELVES BEFORE YOU EVEN TOUCH THEM — so you build a million-dollar reputation as the man who can do "the impossible"! *How to build razor-sharp executive judgment, and the kind of TAKE-COMMAND DECISION-MAKING POWERS that make others instinctively turn to YOU for direction, for leadership, for absolute final command!*

THE CHOICE IS YOURS! YOU CAN GO ON IN THE SAME OLD RUT TOMORROW—OR YOU *CAN RISK A 5¢ STAMP,* AND GAIN THE POWER TO DEMAND WHAT YOU *WANT* FROM *LIFE!*

Once again, every word of this advertisement has been proven by Harry Lorayne—and by the tens of thousands of men and women who have put these explosive secrets to work in THEIR lives, at HIS risk!

NOW THEY ARE READY TO GO TO WORK FOR YOU! All you have to do is send in the enclosed No-Risk Coupon TODAY! The complete cost of this INSTANT MIND POWER COURSE — all ELEVEN MENTAL MAGNETIZERS —is only $5.98 in full *but we take all the risk! You gamble nothing!* If you are not amazed beyond doubt, the first night and every night thereafter for thirty days — *simply return the remainder of the course* for every cent of *your* money back at once!

You have nothing to lose! A whole new world of PERSONAL POWER to gain! Send in the No-Risk Coupon—TODAY!

SAVE $1 WITH THIS COUPON!

EXECUTIVE RESEARCH INSTITUTE, Inc., Dept. FW7-2
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Yes, I want to try Harry Lorayne's amazing new INSTANT MIND-POWER COURSE, entirely at your risk. I am enclosing not the usual price of $6.98 but only $5.98 complete! I will use this revolutionary new course for a full 30 days at your risk. If I am not completely delighted . . . if it doesn't do everything you say, I will simply return it for every cent of my money back.

☐ If you wish your order sent C.O.D. Check Here! Enclose $1 good-will deposit. Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

Name_____
(Please Print)

Address_____

City_____

State_____ Zip Code_____

© Executive Research Institute Inc. 1967

EXECUTIVE RESEARCH INSTITUTE, INC. 119 Fifth Avenue, New York, N.Y. 10003

FORMAÇÃO
COPY-
WRITER

NEW! REVOLUTIONARY! THE MOST EXCITING EDUCATIONAL BREAKTHROUGH OF THE CENTURY!

GUARANTEED TO IMPROVE YOUR CHILD'S SCHOOL MARKS

—or you pay nothing!

The Fabulous New Teaching Machine Auto-Mated Speed Learning Method

A MESSAGE TO PARENTS



Dr. A. J. Foy Cross, A.B., B.Sc., B.F.A., M.A., Ph.D., Fulbright Lecturer, Executive Director, Univox Institute

THE scientific new UNIVOX Teaching Machine Auto-Mated Speed Learning Method is a revolutionary new educational development that's offered to you with an unprecedented Guarantee:

Regardless of your child's present grades, we Guarantee that after using the UNIVOX Teaching Machine Auto-Mated Speed Learning Method his grades must improve in any of these subjects: History, English Grammar, Geography, Spelling, Arithmetic, General Science, Spanish or Algebra.

Your youngster need not be gifted or particularly interested in the subject – he will learn at a rapid pace, absorbing information swiftly from his UNIVOX course, and moving on. And he'll have a whale of a time doing it!

UNIVOX MAKES LEARNING FUN

Yes – with the UNIVOX Teaching Machine Method, learning will be fun for your child. He'll spend only 15 minutes an evening on any UNIVOX subject he takes–yet *he'll make more progress in those 15 minutes than he often makes now in a week!*

And he'll feel new confidence in himself–new pride in his accomplishments. His whole attitude to school and education will take a big turn for the better. And all because of the UNIVOX Teaching Machine Auto-Mated Speed Learning Method.

SO SIMPLE, SO EASY – IT'S ASTOUNDING

With UNIVOX there is no such thing as a slow-learner; there are only slow, old-fashioned learning methods. UNIVOX is automatically paced to the level of the child using it.

This means that your youngster will never be held back by a "slow" class or pushed by a "fast" one. He will proceed at his own, his natural rate.

NOW AVAILABLE–YOUR CHILD'S MOST IMPORTANT SUBJECTS

These subjects listed on this page are the most vital ones for your child to master, no matter what grade he is in. They are the courses that continue with your child from Elementary to Junior High and High School. And now, for the first time they have been programmed by prominent educators for your child to use in the most modern, the most effective way known – the Guaranteed UNIVOX Teaching Machine Auto-Mated Speed Learning way.

GUARANTEE YOUR BOY OR GIRL BETTER SCHOOL-MARKS

The 21-member Board of Education of the Univox Institute invites you to obtain any complete course of your choice, plus a personal leatherized UNIVOX Teaching Machine free, for only $14.95 with your child's initials in gold.

Each complete course includes more than 2,000 frames of knowledge, questions and correct answers, with simple instructions on how to use this material in your Free UNIVOX Teaching Machine.

UNIVOX IS FOR ALL STUDENTS–8 TO 18



DOUBLE MONEY-BACK GUARANTEE

Because of the proven success of this revolutionary new Teaching Machine Auto-Mated Speed Learning Method with students throughout the United States, we are so confident that your child's grades will improve in any subject of your choice that the Univox Institute Board of Education makes you the Double Money-Back Guarantee as shown below.*

TESTED AND PROVED IN LEADING SCHOOLS –ACCLAIMED BY EDUCATORS–PARENTS–STUDENTS.

The startling academic achievements of elementary and high school students using the Teaching Machine Method have recently been reported in "Time" magazine, "The Saturday Review," "Barron's," "Better Homes and Gardens," "The New York Times" and other leading publications.

Your Child can Learn More–Faster–Easier–As These Students Did, Using the Teaching Machine Method.

*34 ordinary 8th grade students in Roanoke, Virginia completed a full year's work in less than one semester. Half of them scored average or better for 9th grade students, and not one received marks below average.

*17 Nutley, New Jersey High School students completed a full-year course in just 6 weeks.

Guarantee your youngster better grade marks–make him "most likely to succeed" in his class. Give him the UNIVOX Teaching Machine Auto-Mated Speed Learning Course(s) he most needs today.

Just send us your instructions on the Order Form-Guarantee below, with your remittance. Be sure to include your boy's or girl's initials as you want them to appear in gold on the UNIVOX Teaching Machine.

Remember, you risk nothing with this Money-Back Guarantee!

BOARD OF EDUCATION

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Boyd McDonald, B.A. *Harvard University*
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Louis Kushner, B.A. *former Director U.S. Army School*

UNIVERSAL ELECTRONICS LABORATORIES CORPORATION U.S. Patent Applied Serial #153,484

COURSES AVAILABLE

ELEMENTARY SCHOOL

ENGLISH GRAMMAR • U-3003E
Sentence structure, parts of speech, punctuation, word order, idiom

GENERAL SCIENCE • U-3004E
Nature of science, atomic energy, matter, heat and light, sound, weather, electrical energy, radiation, space and our new frontier

HISTORY OF THE U.S. • U-3005E
Colonial period, Revolutionary War, War of 1812, territorial expansion, Civil War, U.S. as world power, World Wars I and II to the present

GEOGRAPHY OF THE U.S. • U-3006E
Solar system, land features, climate, natural resources, political divisions, transportation and communications

SPELLING • U-3007E
Plurals, roots, suffixes, prefixes, commonly confused and misspelled words

ARITHMETIC • U-3008E
Addition, subtraction, multiplication, division, fractions and decimals

HIGH SCHOOL

ALGEBRA • U-3001H
Determining the unknown factoring, simple and quadratic equations, monomials and polynomials, positive and negative numbers, measurement

SPANISH • U-3002H
Pronunciation, grammar, vocabulary, idiom, word order, vocabulary, conversation

ENGLISH GRAMMAR • U-3003H
Sentence structure, parts of speech, punctuation, word order, idiom

GENERAL SCIENCE • U-3004H
Nature of science, atomic energy, matter, heat and light, sound, weather, electrical energy, radiation, space and our new frontier

HISTORY OF THE U.S. • U-3005H
Colonial period, Revolutionary War, War of 1812, territorial expansion, Civil War, U.S. as world power, World Wars I and II to the present

GEOGRAPHY OF THE U.S. • U-3006H
Solar system, land features, climate, natural resources, political divisions, transportation and communication



TESTED AND PROVED IN LEADING SCHOOLS

GRADES MUST IMPROVE OR YOU PAY NOTHING

only $14.95

UNIVOX INSTITUTE
521 Fifth Avenue, New York 17, N. Y.

Send me POSTPAID the UNIVOX Teaching Machine Auto-Mated Speed Learning Course(s) I have checked for only $14.95 each, together with the Free UNIVOX Teaching Machine, with my child's initials in gold.

DOUBLE MONEY-BACK GUARANTEE

1. I may return the UNIVOX course to you within 10 days for any reason if I am not completely satisfied, and you will refund my full purchase price of $14.95 per course. I may keep the UNIVOX Teaching Machine absolutely Free.

2. I may return the used course for a full refund even after my child has completed the UNIVOX course I have selected, if his grades in the subject have not improved, and I may keep the UNIVOX Teaching Machine absolutely Free.

Check course (or courses) you want here:

ELEMENTARY SCHOOL COURSES
- ☐ ENGLISH GRAMMAR • U3003E
- ☐ GENERAL SCIENCE • U3004E
- ☐ HISTORY OF THE U.S. • U3005E
- ☐ GEOGRAPHY OF THE U.S. • U3006E
- ☐ SPELLING • U3007E
- ☐ ARITHMETIC • U3008E

HIGH SCHOOL COURSES
- ☐ ALGEBRA • U3001H
- ☐ SPANISH • U3002H
- ☐ ENGLISH GRAMMAR • U3003H
- ☐ GENERAL SCIENCE • U3004H
- ☐ HISTORY OF THE U.S. • U3005H
- ☐ GEOGRAPHY OF THE U.S. • U3006H

I enclose $14.95 (check or money order) in full payment for each course I have checked. Total enclosed: $.....

My Name _____
Street _____
City _____ Zone ____ State _____

Include my child's initials in gold with my UNIVOX Teaching Machine as follows: ☐☐☐

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FORMAÇÃO
COPY-WRITER

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 AM.

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 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*...*Sioux 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 on hundreds upon hundreds 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



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!

—MAIL NO-RISK COUPON TODAY!—

INFORMATION, INCORPORATED
Dept. NY—3
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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FORMAÇÃO
COPY-
WRITER

ONE DAY WITH THIS MAN COULD MAKE YOU RICH!

He has already shown thousands of men and women how to "bootstrap" themselves into their own spare-time business ...pull in as much as $1,000 to $10,000 net profit in thirty short days, *without even risking their present jobs!*

And he's willing to prove this to you—face to face on April 26th—*without your risking a single penny!*



E. JOSEPH COSSMAN

One of America's most colorful businessmen. Started with a capital of $215, and built it into a multi-million-dollar-a-year business—with branches in almost every country in the civilized world.

Always an innovator—and one of the most effective money-making teachers in business history—Mr. Cossman gives over one hundred speeches a year before Chamber of Commerce groups, business organizations, sales promotion and marketing executive clubs in this country—and such world-renowned institutions of higher learning as the Sorbonne of Paris. All this in addition to his radio and television appearances with Steve Allen, Groucho Marx, Art Linkletter, Johnny Carson, Mike Douglas, John Reed King and dozens more.

Mr. Cossman's interest in little-known business money-makers has yielded him incredible rewards. Just one phone call he made to the government—which he describes in full at his fascinating seminar—resulted in a contract with an overseas firm for one of his products, that netted him $50,000 a year—*at a minimum!*

His best-selling book, "How I Made $1,000,000 In Mail Order" is used as a text book by many colleges in their marketing classes. His newest book, "How to Get $50,000 Worth of Services Free Each Year from the U.S. Government" is acclaimed by professional businessmen as a major contribution to the business world.

Here's how:

This is your personal invitation to a **"SEMINAR FOR FUTURE MILLIONAIRES"!** It is given by America's most successful "Start-from-Nothing-Millionaire"...E. Joseph Cossman, who started a spare-time business for himself with a kitchen table for his desk, a few hundred dollars and an idea. And who, today, at the age of 49, has retired with over $1,000,000!

And the most important fact of all...Joe Cossman made this $1,000,000 almost completely by mail order, using other people's effort and money, and in less than a few years from the time he was working as a $65-a-week shipping clerk with "no future".

Let me repeat that fact again: Just a few golden secrets—secrets you are going to learn at the **Commodore Hotel in Manhattan on Saturday, April 26th,** netted this man over $1,000,000.

Is this seminar for you?

If you are on salary, working for a living, and want to be your own boss...if you want to make additional income in your spare time...if you have a product, or an idea for a product, and want to know how to market it...if you are in your own business and want to increase your sales...then this one day seminar can be the most profitable...as well as exciting...you have ever spent in your life.

Here are only a few of the money making secrets E. Joseph Cossman gives you in this unique SEMINAR FOR FUTURE MILLIONAIRES:

If you'd like to start a spare-time business with as little as $100 spare cash —

$ How would you like to get a commission on almost every house sold in your neighborhood, *without* registering as a real estate agent, or even leaving your front porch.

$ Or even use this fantastic new way to *form your own race-horse syndicate* — where for only $18.50 a month, YOU own a thoroughbred that may win thousands!

$ How to get perfect strangers to send you as much as $100 a year each, for ten years, *just for reminding them of certain critical dates.* (You never see them, you never leave your home.)

$ How $1, and this simple twist, can put you in the import business—right up to the point where you're selling franchises to others.

$ How to get your cut on the biggest (and completely legal) lottery in the world. You risk $10. You *get an oil or gas lease in return.* (One man has already made a million dollars for exactly the same kind of investment.)

$ How to turn *ordinary rocks* (and an ingenious idea) into instant-money. (This one is so simple, you may kick yourself for not thinking of it.)

$ An introduction to one of the cleverest (and laziest) men in the United States. He works from 4:30 to 7:30 five nights a week—and earns over $12,000 a year. *His gimmick:* a stroll through a shopping center parking lot, a couple of part-time high school kids, *and an irresistible message written on a 5-inch by 8-inch card.*

$ Invent one of these, and make up to a million dollars overnight (a startling complete list).

$ *A new kind of bicycle,* that smart operators are now using to bring in up to $1,000 a day. (Yes, I said up to $1,000 a *day!*)

$ The inside story on why one of the biggest service businesses in the world simply cannot advertise. *And why they will therefore pay you up to $1,000 for a single prospect's name.* (If you like to talk to people, this simple inside-knowledge *could* make your spare-time worth as much as $15,000 to $20,000 extra to you every year.)

$ A new *European* trick that nets you big earnings from other people's misfortunes, with almost no work.

$ How to turn *mice* into a steady income, for one day's work a week. (This idea has worked so successfully for one man in Minnesota, that he has customers waiting a full year to buy from him.) You can do the same thing, *for pennies.*

$ How to buy old books for 2¢ each, and sell them for $2 apiece with one simple twist . . . How to turn deserted old buildings into gold mines . . . ingenious little ads (given to you word-for-golden-word) that cost only $5 or $10 each, and bring *hundreds* flowing in every month . . .

If you're already in business for yourself —

$ Cash an Installment Funds check, with a single phone call!

$ Hire a $100,000-a-year executive as consultant for your company, *for nothing!*

$ Get the United States Government to display your product in 100 foreign lands, FREE!

$ Run a "Disguised Ad" for your product in one hundred top magazines, for as little as 10¢ each!

$ Get FREE art work from now on for your ads.

$ Draw credit reports on most any firm outside of the U.S.A. for only $1.00 each!

$ Receive a free list of hundreds of brand-new products every month, that you can tie up for a song.

$ Save up to $100 a week on typing costs, by making one simple change in your office procedures.

$ Be wined and dined in top executives' homes all over the world by making a simple phone call.

$ Sell a product by mail order, with positively no risk of your losing any money on the ad.

$ Appear (or have your product appear) on up to 200 TV stations for as little as $50!

$ Get dozens of FREE distributors abroad—*all by writing one double paragraph letter!*

$ A sure-fire way to protect a hot new idea, so you can show it to every big company in the world, *and they haven't got the slightest chance to steal it!*

$ Buy a jeep for a few hundred dollars. Or a cabin cruiser or a helicopter for peanuts.

$ *Five ways to test a new product, before you invest a cent in it!*

$ The *right* way to investigate a franchise—so you can't be taken for your money!

$ Exhibit at a trade show, even if you don't want to pay a penny for the space, the travel or the personnel to get there!

$ Put on a national sales organization *in one evening!*

$ There is one time only during the year when it is possible for you to contact the president of the largest companies, when he is not protected by receptionists or secretaries, *and when he will welcome anything you want to say!*

$ The Super Product! It costs 49¢, sells for as much as $10, needs no tools or dies! *It's not put it to work for you tomorrow!*

$ Sell thousands of dollars of a NEW product,

before you bring it out or even spend one penny to make it!

ACT NOW! RESERVE YOUR PLACE TODAY!

Remember...To make big money you need no special training, higher education or unusual abilities. All you need are the proven, practical money-making techniques and formulas you will learn at this Seminar.

Since the E. Joseph Cossman Seminar will be limited to a certain number of people and no more, please do the following to assure yourself of a reservation:

1. Fill out the APPLICATION FOR ENROLLMENT below.
2. Mail it with your check.

Do it NOW...and start yourself on the road to financial independence.

COMMENTS ABOUT PREVIOUS SEMINARS

E. Joseph Cossman's Seminars have literally changed the lives of hundreds of people. Here are just a few of the many letters he receives each week, attesting to the benefits people receive from his seminars.

Arnie Rojan writes:

"I was broke, in a dead-end job, and disgusted with myself! I had an idea for artificial animal rugs, but didn't know where to start. Then I discovered the E. Joseph Cossman methods of bootstrapping yourself into business. Following your teachings, I started to manufacture and sell my rugs in my spare time while I held onto my job. Thanks to you, I was able to quit my job and develop my product to a point where I sold out a month ago for $100,000 cash and a royalty on future sales! Not bad for a high school graduate whose parents never had more than $2000 cash at any one time."

Bob Ashton writes:

"Briefly, I am unknown in the composing field. Nonetheless, my album, 'Songs of Living Faith', topped the field of 421 others and won second place in the annual Emmy awards. Thanks to you and your marketing methods, we are now the second leading contender for individual volume on any one album in this category. The European market (especially Sweden) is opening up beyond all imagination."

Jane Ellis writes:

"I feel compelled to write to you because, as a result of your seminar, I became an instant success story! I've been in merchandising for 18 years as a retailer and also as a manufacturer's representative. During the past few months, business in the home furnishings field has been extremely slow. As a result, I guess I fell into the slump along with the loss of sales.

"Then came the Cossman Seminar! Following your methods and only ten working days after your seminar, I put on a national sales organization that has been sending in orders at the rate of several hundred dollars a day. I've just cracked the premium field and my first order was for $10,000! I can't begin to tell you what you've done for me. I feel that I have been wasting years and ideas until I attended your seminar. Thank you so very much."

Thanks to your Seminar, I now know how to find a product, how to conduct business research, how to prepare, produce, promote and push a product to success. Thanks a million! **Ed Rosg, Manufacturer**

I learned more from your Seminar about how to make money than I learned in my four years of college. **John Aaron, Importer**

Your Seminar gave me the finest and most practical insight imaginable in the field of money making opportunities and product merchandising. **Rudy F. Schmid, C.P.A.**

I would say that this Seminar is worth several thousand dollars to me in the time I will save in the blunders I won't make. Excellent in all respects. **Al Brown, Salesman**

I am really grateful to you. Your Seminar was just what I needed to get me started on my own. **Hal Rood, Sales Rep.**

Your course has been so stimulating and challenging that it has provided an impetus for me to take action and establish a business in my spare time. **Patty McCormack, Teacher**

Thanks for giving us our start. Our young company grossed over $15,000,000 in sales in its first full year of business! **W. L. Payne, Chemical Sales**

Thank you for opening a whole new world for me. Never in all my 41 years have I ever had such a feeling of being alive. **Robert A. Turner, Businessman**

Your step-by-step directions for successfully marketing a product is being put to use right now with one of our own products...and your formula works! Using your methods we have practically built a national sales organization overnight for just a few dollars.

Charles Carpenter, Adv. Agency

My head is still swimming from the exposure to your Seminar which taught me more ways of marketing than my past 10 years of experience. **Jim Belz, Marketing Agent**

I never realized how much I didn't know until I attended your Seminar. Your course should be taught in every college in the country. **Peter Newman, Inventor**

A big benefit I received from the seminar was the lift it gave to my personal courage. I'm now certain I can do something more than punch at one type of job all my life. **Robt. Bridges, Shipping Clerk**

FREE!

Send your no-risk enrollment application today with full payment of $25 and we will send you ABSOLUTELY FREE Joe Cossman's private collection of 30 "SUPER MONEY-MAKERS" YOU CAN USE TOMORROW!

Here is a permanent source of business secrets covering Joe Cossman's most valuable smart money methods. All simple money formulas unknown to 99% of all people. Now yours entirely without cost or further obligation, when you register with payment in full.

THE E. JOSEPH COSSMAN SEMINAR FOR FUTURE MILLIONAIRES

Hotel Commodore, 42nd Street, next to Grand Central Station, New York, N.Y., April 26, 1969, 10 A.M. to 5 P.M.

For reservations or further information, mail the coupon or phone (212) JU 6-1600.

OUR UNCONDITIONAL GUARANTEE!

If by 12:00 Noon you haven't received literature, materials and information worth more than 10 times your registration fee . . . in your opinion . . . just ours . . . then we will refund at that time every cent you paid!

NO-RISK ENROLLMENT APPLICATION

Enrollment will be limited

E. Joseph Cossman
c/o Information, Incorporated, Dept. NYT-11
119 5th Avenue New York, N.Y. 10003
Phone: JU 6-1600 (Area code 212) If you live outside 212 area, call us collect.

☐ I'm interested. Rush me more information on the SEMINAR FOR FUTURE MILLIONAIRES.

☐ Reserve a place for me. I will pay at the door.

☐ Enclosed is my check for $25, which covers my registration for the SEMINAR FOR FUTURE MILLIONAIRES, lunch, and all materials. Also rush me my free copy of 30 "SUPER MONEY-MAKERS" YOU CAN USE TOMORROW!

If by 12:00 Noon you haven't received literature, materials and information worth more than 10 times your registration fee . . . in your opinion . . . just ours . . . then we will refund at that time every cent you paid.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

© E. Joseph Cossman 1969

FORMAÇÃO
COPY-
WRITER

Finally Released In This Country!

SWEDEN'S MIRACLE FORMULA THAT MAKES SKIN LOOK YOUNG AGAIN

Clinical tests by leading medical authorities prove that new Swedish formula with natural food ingredients helps solve the problem of lines, wrinkles, and flabby, dry skin—ACTUALLY MAKES YOUR SKIN LOOK UP TO 15 YEARS YOUNGER!

Before you read another word of this exciting news release—let us set the record straight on some startling medical facts just recently published. Briefly stated it reads like this: Thanks to new scientific breakthroughs, medical science now considers a woman of 60 to be just approaching middle age!—a woman of 45 to be just reaching her prime years of youthful beauty—and a woman of 30 to 35 to be a mere "newlywed" when it comes to the appearance of her skin! I know that at first glance this may sound overly optimistic on the part of medical science . . . but not when you realize that medical science has at last tracked down the 2 factors in nature that cause your skin to age—has found a new way to cope with them—and a new way to help reverse this aging appearance in just a matter of days!

(New York, N.Y.); At a dramatic news conference today, it was revealed to America how a leading European specialist has finally discovered how to restore youthful beauty to aging skin. The secret is a totally new approach to the problems of aging skin—a new Swedish discovery . . . a chemical food formula that has been used in university tests, hospital tests and laboratory tests to actually make your skin look younger . . . up to 15 years younger, IN JUST 10 to 30 DAYS.

Then right before the eyes of the assembled reporters and beauty editors, it was revealed how this world-famous research scientist made a 30 year old woman look 14 years younger with simple 5-minute treatments.

"IT WAS LIKE WATCHING A WOMAN GROW A FRESH, NEW SKIN"

After filling in the reporters on the background of the test-subject (39 year old Mrs. H. Dorland), we were told of the varied skin problems this 39 year old woman had suffered from . . . skin problems typical of women 30 to 65. Problems like stubborn wrinkles in the forehead . . . unattractive crow's feet about the eyes . . . deep, furrowing lines extending from nose to mouth . . . sagging, flabby skin under the chin . . . and dry, aging skin. Then, with a series of clinical photographs he demonstrated this remarkable new discovery.

A DOCTOR EXPLAINS . . .

The amazing transformation you have just been witness to may seem like a miracle to unscientific eyes, but it is really a simple, natural process based on medical facts scientists and doctors have long suspected . . . *but only recently have finally proven true.* Let me explain:

"You see, as we age muscles and glands beneath our skin start to shrink in size. Instead of staying firm and taut (like in childhood)—they grow soft and flabby . . . and start to collapse. As they collapse—hollows, lines and wrinkles form—your skin loses its elasticity — and soon you are plagued with those tell-tale lines and signs of age that broadcast your years to the world. What causes this skin tissue collapse?—NOT a lack of moisture as you so often have been led to believe; because if only moisture was needed, you could simply rinse back the lost years of youth by merely washing your face with soap and water. **No—it is not moisture, but a gradual diminished supply of essential nutrients your body is no longer able to supply to the tissues of your skin. In other words, your body literally starves your skin into aging.**

CAN NATURE BE CHANGED?

But what if medical science proved to you that with a newly discovered food formula you could NOW actually diminish the ravaging effects of this aging process . . . actually restore the youthful vibrancy to your skin. What if medical science demonstrated to you how with a thrilling new discovery compounded with natural food ingredients you could actually promote and encourage the appearance of fresh, new skin beauty . . . actually smooth away the coarse, rough surface tissues that for years have been masking the glow of your natural complexion . . . actually revitalize and replenish the beauty of your skin so that all those lines and signs of age begin to vanish in an incredibly short time.

Yes, in both clinical and laboratory tests . . . when this powerful chemical concentrate of this Swedish miracle formula was applied directly to the skin it went to work in an amazingly short time to help restore the vital vibrancy of dull, tired skin . . . restore fresh, youthful beauty . . . and help end that dull, aged appearance of lines, wrinkles and crow's feet ONCE AND FOR ALL!



ravages of time . . . or even a grandmother who never believed you could look young again . . . here is the miracle that modern science now offers you.

If you are in your thirties you will see all those aging effects of lines, wrinkles and crow's feet start to disappear ALMOST IMMEDIATELY. If you are in your forties . . . you will see that dry, sagging skin under the chin and neck start to appear smoother, fresher, tighter and tauter in a matter of days. And even if you are 55, or 60 or even 65 years old . . . you will see the horrid aging effects of harsh, ugly lines at the nose and mouth begin to melt away . . . **NOT IN MONTHS—BUT IN JUST 2 TO 3 WEEKS . . . and you'll be astonished to have people think you are actually 15 to 20 years younger.**

If you would like to try NUTRIVENA B25 on a complete free-trial basis . . . to see for yourself, how it can help you recapture up to 15 years of your youth here is all you need do:

HOW TO TRY THIS BRILLIANT NEW DISCOVERY ON A FREE-TRIAL BASIS—WITHOUT RISKING A SINGLE PENNY

Simply fill out the enclosed reservation priority coupon. Then either send $5.00 or pay postman $5.00 plus C.O.D. postage on arrival. This money is returned to you, if desired, at the end of the 30-day trial period. But we ask you for it initially as evidence of your good faith.

When your NUTRIVENA B25 arrives simply apply as directed to your face and neck. Make sure you don't miss a single spot . . . a single line or wrinkle . . . or other complexion problems that may have been robbing you of your own God-given natural beauty. And here is that miracle that must happen:

In just days you'll start to see stubborn forehead wrinkles start to fade away . . . crow's feet begin to vanish . . . deep, ugly nose and mouth lines become softer and smoother . . . loose sagging flesh under the chin and neck suddenly take on a new, youthful, firmer appearance. Yes, you'll see new youth restored to aging skin . . . new beauty in as little as 15 to 30 days . . . to your entire face. And remember if you are dissatisfied in any way, you get your full money back any time during the 30-day trial period. Simply send us the cap from the NUTRIVENA B25 jar requesting your $5.00 back and it will be immediately refunded. You keep the NUTRIVENA B25 as our gift . . . so you are not buying . . . only trying . . . and it doesn't have to cost you a penny. Could anything be fairer?

But supplies are severely limited . . . this offer cannot possibly be repeated . . . SO ACT NOW!

SEE NO-RISK TRIAL COUPON AT RIGHT

AT LONG LAST . . . SCIENCE FINALLY SOLVES ALL 7 OF THESE AGE-REVEALING PROBLEMS



1. Lines on the forehead
2. Lines at the corner of the eyes
3. Lines under the eyes
4. Lines around the nose
5. Lines nose to mouth
6. Lines around the mouth
7. Lines on neck, under chin

First, he disclosed how he took a soft whitish mixture from a jar and began lightly spreading it over Mrs. Dorland's face. Softly patting it on—never rubbing it in . . . never massaging. Then he described how the white mixture began to slowly disappear as it penetrated deep down into the woman's skin. Then he showed us actual slides made during the test.

First, we saw proof of how those stubborn wrinkles started to fade away . . . until that 39-year-old forehead seemed almost clear and unlined as a baby's. Next, the scores of unattractive crow's feet appeared to melt away before our very eyes. Then, the deep, ugly lines around the nose and mouth seemed to actually vanish in just a matter of hours . . . and her entire facial area was smoother, more even . . . softer to the touch . . . more flattering to the eye. And then to our utter amazement, the sagging, flabby skin under the chin . . . the loose, aging flesh at the neck seemed to grow tighter, firmer . . . until the chin and neck looked like those of a woman of 25. And finally, Mrs. Dorland's entire complexion began to glow with such a fresh, vibrant youthfulness that you could hardly believe it had ever been tired, dull and dry. Yes, this new scientific discovery had transformed the 39-year-old Mrs. Dorland into a lovely 25. (Before our very eyes we had seen living proof of how she actually looked 14 years younger!)

NOW LOOK UP TO 15 YEARS YOUNGER WITH SPECIALIST'S 5-MINUTE TREATMENT

The name of this newly-discovered chemical food concentrate is NUTRIVENA B25 . . . and never before has medical science been able to even approach the miracle results this great new discovery delivers. Yes, whether you are only a woman of 30 who is first starting to disclose the first faint

Nutrivene, Intl. Ltd. 543 Madison Avenue, New York, N.Y. 10022

EXCITING NEWS!

FROM THE LAND WHERE TIME TICKS SLOWLY...

Now! Cream Away Those Tired, Middle-Age "Sag-Spots"—Cream On A More Youthful, Firmer-Looking Body!

Yes, it's true! From Sweden . . . the land of longer-lasting youth comes an exciting new approach to total femininity . . . "Swedish Promise." Body Cream.



For The Skin He'll Love To Touch—The Body He'll Love To Caress

Not a bath oil or bathing lotion that merely glosses your body with a momentary perfumed softness . . . but an active, living-tissue penetrant, called "Stimucell," that re-awakens the dormant cells of youth in your body . . . imparts a new-found softness and firmness to your skin . . . transforms frowsy, tired-appearing soft spots into firm-looking, graceful curves. You accent your most flattering body features for that more sensuous look of youth . . . literally gives a complete uplift to your total appearance.

Works on the 7 Most Vital Parts Of A Woman's Body, Like Nothing You've Ever Tried Before.

The instant you cream on Swedish Promise here is the magic that happens. First you feel a refreshing tingle . . . sort of a tightening and tautening action on the surface of your skin. Now, the feeling goes deeper . . . your body exhilarates to the penetrating action of the miracle ingredient "Stimucell"—as if someone had actually found a way to put a massage in a bottle. Yes, you feel the youth, the vibrancy, the passion for beauty once again flowing back into those areas that time and nature have somewhat neglected.

Now a week or so has passed . . . and you have faithfully followed this Scandinavian beauty regimen. You step out of your bath and pose before your mirror . . . and your eyes are transfixed by the magic that has occurred. Your pulse quickens, your heartbeat skips a jump from the exciting, almost girlish feeling. But it won't be the look in your mirror . . . but the look in *his* eyes, and the feel of *his* touch that will be the most glowing compliment on your "brand new body".

Hailed Throughout Europe As A Modern-Day "Fountain Of Youth". . . It Is Just This Very Month Being Released In America!

Throughout the centuries the world has always considered Sweden the land of beautiful women. Yet, Swedish women have a totally different concept on the meaning of beauty. As they say in this golden land of the North . . . "cosmetics and such can only make a woman look beautiful . . . but it takes a man to make her feel beautiful." And this is exactly what "Swedish Promise" offers you. Not merely a more youthful, firmer-appearing body . . . but that intangible suppleness of youth that only his gentle caress can translate into a meaningful message of admiration. So why imprison your body, your life in the ever-lengthening shadows of age . . . when you can now so easily glorify yourself and step back into the eternal sunburst of youth with this truly wondrous new discovery from Scandinavia . . . "Swedish Promise" Body Cream.

Special Introductory Offer Saves You Up to 40%

4 oz. size ..... only $5.00 (regularly $6.95)
8 oz. size ..... only $8.95 (regularly $12.00)

MAIL NO-RISK COUPON TODAY

Nuevene Int'l Ltd. Dept. FW-15
234 Fifth Avenue, New York, N.Y. 10001

Please send me on the no-risk trial basis described above the Swedish beauty items checked below, for which I enclose cash, check or money order. I understand that if at the end of 30 days I am not delighted in every way I will receive a full purchase price refund . . . and the Nutrivena B/25 or "Swedish Promise" body cream is mine to keep absolutely free.

CHECK OFFERS DESIRED

- ☐ One regular jar of Nutrivena B/25 ..... only $5.00
- ☐ Two regular size jars of Nutrivena B/25, a regular $10.00 value. only $8.95
- ☐ One regular size (4 Oz.) of Swedish Promise Body Cream (regularly $6.95) . . only $4.95
- ☐ Large double-size (8 Oz.) of Swedish Promise Body Cream (regularly $12.95) . . only $8.95

name

address

city state zip

☐ **C.O.D. ORDERS ACCEPTED,** however on all C.O.D. orders a minimum deposit of $3.00 is required. Also, due to recent increases in C.O.D. postal rates we are forced to oblige you to pay all C.O.D. postage and shipping charges.

FORMAÇÃO
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WRITER

The British Miracle That Creates

SUPER PLANTS

IN THE GARDEN—IN THE HOUSE

Yes! From the greatest gardening nation on earth — England — comes a fantastic discovery! Developed by Britain's leading gardener — winner of the famed Victoria Medal for horticulture! Already used today by OVER THREE MILLION British gardeners! And now released to you — through this advertisement only — to try in your own garden WITHOUT RISKING A PENNY!

Think of it! Here is a gardening development that almost defies belief! It is a CONCENTRATED GROWTH FORMULA, prepared in the form of tiny pellets! It costs only pennies per treatment! And even a child can drop them in the ground in as little as ten seconds.

But once these tiny pellets are placed near the roots of your starved plants, they perform a scientific miracle that has been every gardener's dream for centuries! They SLOWLY . . . AUTOMATICALLY feed your plants the life-giving nutrients they need — CONCENTRATED RIGHT AT THE ROOTS OF THESE PLANTS — POURING LIFE-GIVING ENERGY INTO THE VERY HEART OF THOSE PLANTS — DAY AFTER DAY — THROUGH EVERY VITAL STAGE OF THEIR GROWTH!

Just picture this breathtaking scene to yourself. The first result you will notice — almost immediately — is that these amazing English pellets give your plants a tremendous new burst of growth! Whether your plants are new or old — they send out dozens of hidden shoots and buds! Some of your plants may actually DOUBLE in height and breadth in the very first month!

But this is just the beginning! Within one or two short weeks — without you even touching your plant these amazing pellets AUTOMATICALLY aid your plants in the second vital stages of its growth! Automatically — *still more* wonder-working nutrients enter into every cell of your plants' bodies—fill those cells with health and strength and sturdiness and wonderful new resistance to disease and pests! Great, tall stems stand up with military precision! Giant buds begin to swell with vigor and vitality! Even tired old shrubs that you had almost given up for lost — begin to straighten out — fatten up — send out the young green growth that you had never hoped to see again!

And then — the most remarkable part of all! When these fantastically beautiful plants have reached their full glorious height and strength, simply drop another Magic Pellet next to them! These tiny English pellets automatically liberate *still more* wonder-working ingredients! These final concentrated stimulants pour into your roots — carried up through the stems and trunks and branches of your plants — are finally delivered to the great giant flower buds at the top of those plants.

And when those precious ingredients reach those ripe buds — THEN YOU WILL BE BLINDED BY THE EXPLOSION OF COLOR THAT GREETS YOU IN YOUR GARDEN!

Flowers So Beautiful You Can Hardly Believe Your Eyes!

Yes! When you follow this Streeter plan, you will walk through that garden as though you were in a dream! You will see rose bushes weighed down by masses of blossoms, of a richness and perfume and color that you have never imagined before! You will walk past solid, blazing rows of chrysanthemums so thick that you can't even see a leaf in between! You will see dahlias, and asters, and gladiolus and zinnias so massive, so exquisite, so breathtakingly beautiful that you hardly believe that they are the same plants that you put into the ground. And when your neighbors begin to pour into your yard — when you watch them bend and touch these flowers to see if they are real — THEN YOU WILL KNOW A FEELING OF GARDEN ACCOMPLISHMENT AND PRIDE THAT YOU MAY NEVER HAVE DREAMED OF BEFORE!



A housewife from Kent, England, who raises her own vegetables. This cabbage — grown with Streeter's Pellets — weighs sixteen pounds. She can hardly lift it. But this is the proudest day of her life!

NOW 200,000 PROVEN IN ~~100,000~~ AMERICAN GARDENS

"Enclosed pictures show sun flower eleven feet high, with a twenty-eight inch flower head. I didn't heed your warning about dwarf plants however, and experimented with an indoor Rex Begonia. To my surprise and amazement of others we saw a Rex-Begonia of such monstrous size."
— G.E.F., San Royal, Calif.

"This squash was 7½ inches across, 22¾ inches around, and 3½ inches thick. I have never seen such a huge squash before—the results were unbelievable."
— Mrs. D.D.F., Houston, Texas

"Your claims for the Magic English Pellets are not exaggerated one bit as far as bulbs, flowering shrubs and roses are concerned. I have not yet tried the pellets on vegetables, but would expect the same results. I was raised in a nursery and have had considerable experience with shrubs and roses. Your product is the best fertilizer I have ever used. It is much more economical than liquid or solid fertilizers now on the market."
— C.A.S., Augusta, Kans.

"Enclosing a snapshot of a cabbage I raised last year with the use of two of your Magic Pellets, and it weighs twelve pounds. My roses, snapdragons, flags, tomatoes, dahlias were the largest and most colorful and beautiful in the block. All the neighbors made a path to my flower garden to see what wonders were being formed and my garden was the topic of this block. I shared my pellets with my friends and their flowers that were almost dead came to life."
— Mrs. S.H.D., Nashville, Tenn.

"My zinnias grew six feet high, the blooms were bigger than tea saucers. I had marigolds bigger than teacups, they grew six feet tall; everyone came to see them."
— Mrs. C.M., Cartersville, Ga.

"I never saw anything in my life do so much good. I had the most beautiful roses in town last summer, and my mums were just covered with blooms. I had to pinch them back more than usual but they were the talk of the town — I sold so many."
—Mrs. L.C., St. Charles, Mo.

"Two of my rose bushes died all the way to the crown — I put these pellets around them and now they came back to life and are growing new stems. I also put some pellets around in row of hollies and they grew twice their size in just one season."
— Mrs. P.P., Shreveport, La.

"I have no garden now and use your tablets only for house plants. My African violets have been a mass of blossoms for months. The strawberry plant is growing like a weed, and another violet which did nothing for a long time is developing flower buds now."
— A.M.K., Buffalo, N.Y.

"I am five feet two inches and our gladiolus towered above me and they were the most beautiful ones I have ever seen, and I know what garden beauty is because I am from Durham, England, and before my father's death he won many trophies in flower shows, but my flowers and tomatoes outdid anything I have ever seen after using your pellets."
— Mrs. J.M., Tiburia, Ala.

Guaranteed For The Full Season

These Magic English Pellets — called FRED STREETER'S PLANT GROWTH TABLETS — cost only $2.98 for a package of 125 pellets, or $4.95 for the super-economy size, or 300 pellets. Since only a few pellets are required to treat the average plant, *this is an investment of only a few pennies a plant for the most astounding beauty you have ever seen!*

And these results are completely guaranteed! Here is what we ask you to do, when you receive your Magic Pellets next week!

USE THEM TO CREATE SUPER-FLOWERS! Place one tiny pellet beside each of your hydrangers, zinnias, chrysanthemums, a couple beside your roses—any kind of flower that you want super-blooms! And if you don't see fantastic new growth within just a few short weeks . . . if you don't watch with amazement while handfuls of magnificent new blossoms burst forth from those old plants — *then simply return the empty package for every cent of your money back!*

USE THEM TO CREATE GARDEN CLUB PRIZE WINNING BLOOMS! Your Mums, Roses, Dahlias, Daylilies, Annuals and late blooming Perennials will take on added size and color. Your garden this Fall will be the envy of the neighborhood.

YES! USE THEM IN YOUR ENTIRE GARDEN! Use them on hard-luck plants where you've almost given up hope! Use them on the hardest-to-grow **house plants** that you know! Yes, even use them in sand, and absolutely astound your friends! And if you don't agree that this British invention is a true gardening miracle . . . if *your* garden isn't the showplace of your neighborhood at the end of one short month — *then simply return the empty package — for every cent of your money back!*

This guarantee is unconditional. It protects you for the entire first month — entirely at our risk! You have absolutely nothing to lose! Act TODAY!

WARNING If you are raising dwarf plants, do NOT use these English Pellets on them! These Pellets make plants GROW! Do not use them unless you wish super-blooming king-sized effects! This warning is reproduced on the inside cover of every box!

MAIL NO-RISK COUPON TODAY!

G & D Sales Co. Inc., FW 4-13
6 Meadow Lane, Freeport, L.I., N.Y.

Yes! I want to try your Magic English Pellets entirely at your risk. I will pay postman only the low introductory price checked below. I understand that I am to use these pellets in my home and garden for one full month, without risking a penny! During that very first month alone:

I must see fantastic new blooming power from every flower, every shrub, every vegetable, and every house plant that I treat with these amazing English Pellets! I must be completely delighted and amazed—or I will simply return empty package to you, and you will send every cent of my money back.

☐ Regular size — 125 pellets — only $2.98. ☐ Super-economy size — 300 pellets — only $4.95.

NAME_____
(please print)

ADDRESS_____

CITY_____ STATE_____ ZONE_____

☐ Check here to save more. Enclose check with your order and we pay postage. You save as much as 55c. Dealer and Store inquiries invited.

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FORMAÇÃO
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THE BRITISH MIRACLE THAT CREATES SUPER PLANTS



From the greatest gardening nation on earth—England—comes a fantastic discovery! Developed by Britain's leading gardener, Fred Streeter—winner of the famed Victoria Medal for horticulture! Already used today by OVER THREE MILLION British gardeners!

Actually a gardening development that almost defies belief! A CONCENTRATED GROWTH FORMULA, prepared in the form of tiny pellets! It costs only pennies per treatment! And even a child can drop them in the ground in as little as ten seconds!

Use them to create super-flowers!

Place one tiny pellet beside each of your hydrangeas, zinnias, chrysanthemums, roses—any flower that you want super-blooms! And see fantastic new growth within a few short weeks . . . watch with amazement while handfuls of magnificent new blossoms burst forth from those old plants!

Use them to create super-vegetables!

And pick huge, breathtaking beauties within a few short weeks . . . thrill your family with the sweetest, juiciest, tenderest vegetables you've ever known!

Yes! Use them in your entire garden!

Use them on hard-luck plants where you've almost given up hope! Use them on the hardest-to-grow house plants that you know! Yes, even use them in sand, and absolutely astound your friends! This British gardening miracle turns your garden into the showplace of your neighborhood at the end of one short month!

Only $2.98 for 125 pellets.
Or $4.95 for 300 pellets.

COMPLETELY GUARANTEED.

MAIL NO-RISK COUPON TODAY!

G & D Sales Co. Inc., FW7-16
6 Meadow Lane, Freeport, L. I., N. Y.

Yes! I want to try your Magic English Pellets entirely at your risk. I will pay postman only the low introductory price checked below. I understand that I am to use these pellets in my home and garden for one full month, without risking a penny!

I must see fantastic new blooming power from every flower, every shrub, every vegetable, and every house plant that I treat with these amazing English Pellets! I must be completely delighted and amazed—or I will simply return empty package to you, and you will send every cent of my money back.

☐ Regular size—125 pellets—only $2.98.

☐ Super-economy size—300 pellets—only $4.95.

NAME_____
(please print)

ADDRESS_____

CITY_____ STATE_____ ZONE_____

FORMAÇÃO
COPY-
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These Simple Tricks Will Show You How To

TURN YOURSELF INTO A LEARNING MACHINE

Starting in as little as 5 short minutes after you pick up this book—or simply tear it up...throw it away...and we'll send you every cent of your money back!

Yes! Here at last is your chance to liberate the UNDISCOVERED BRILLIANCE inside you . . . dazzle your friends and fellow workers with your ability to absorb facts like a sponge, and remember them, almost word by word, years later . . . and do it all so quickly and easily that you'll be astounded!

Let me explain! I don't care whether you're nine years old or ninety . . . man or woman . . . no matter how poor your education may be today!

It makes no difference how badly you did in school as a child . . . how difficult it is for you to concentrate today . . . how poor your memory may be . . . how much a prisoner you are of crippling mental habits . . . *how impossible it may seem to you today that YOU could read an entire book in as little as half an hour—that YOU could flash through business and financial problems that leave your friends stopped cold—that YOU could hold an entire roomful of people ABSOLUTELY SPELL-BOUND BY THE POWER OF YOUR IMAGINATION, YOUR UNDERSTANDING, YOUR ABILITY TO TRANSMIT THE SPOKEN WORD!*

What's the secret? It's as simple as this—
I believe that you can perform every one of these accomplishments—and more—far easier and faster than you've ever dreamed—*because of this one simple fact:*

I believe that your mind is working today at only HALF of its true power—simply because no one has ever shown you the right way to make every book, every article, every subject you ever wish to learn HALF-TEACH ITSELF!

VITAL NOTE!

To gain its wonder-working benefits in every area of your life—immediately, within five short minutes after you pick it up—*there is absolutely no need to STUDY this revolutionary new book, or read it from cover to cover, or even to expend any conspicuous effort on your part other than to browse through it at your leisure for five or ten thrilling minutes every day!*

This is NOT a textbook! NOT a study manual! There are no lectures—not a single "blue-sky" theory to ponder over or memorize in this entire book!

Instead, for the first time, *here is a revolutionary new system of AUTOMATICALLY BRINGING TO LIFE YOUR HIDDEN POWER TO LEARN, through the incredibly potent suggestion of the written word!*

We do NOT want you to treat this amazing volume as you would an ordinary book! Instead, all we ask you to do is this:

Place it on your bedstand, entirely at our risk, for ten days! Browse through just a few pages every night before you retire! Skip around if you like! *But make absolutely no conscious effort to "study" this book, "work" on it, or even memorize a single one of the thrilling techniques you will find on every one of its pages!*

Instead, in these very first ten days alone, the startling discovery you will make is this: Instantly—simply by leafing through its pages—*your mind will automatically absorb the wonder working procedures laid out for you in this book! Effortlessly, you will respond to its convention-shattering breakthrough! Without premeditation, you will find yourself automatically applying its methods!*

Inevitably—hour after hour—day after day . . . week after week—you will find yourself in command of ever-increasing powers of Rapid Learning, Vocabulary Building, Problem Solving, Clear-thinking, Friend-Making and much more—all brought at last to the surface of your mind and ready to automatically spring into action for you at the blink of an eyelash!

All this—for just a few short moments of your time every day! Spent with one of the most fascinating, completely absorbing books it has ever been your pleasure to glance through.

Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the No-Risk Coupon—TODAY!

Simply because no one has ever shown you the few simple secrets of Speed Reading, for example, that are taught in almost every university in the country today—*and that have you flashing through the printed page TWICE AS FAST as you can read today—with absolute understanding of every word you read!*

Simply because no one has ever shown you how to take the mathematical problems you run up against in business, finance, the stock market, installment buying, keeping down expenses in your home and office—*and feed those problems to your mind so clearly and logically that they HALF-SOLVE themselves before you even touch them!*

Power-learning is a trick! You can teach it to yourself in as little as five short minutes a day!

Yes, Problem-solving is a trick! Speed-reading is a trick! Concentration is a trick! Burning facts, figures, even whole articles and books into your memory IS A TRICK! *Computer-like, brilliance can be MADE TO ORDER—you don't have to be born with it!*

The real secret of coaxing TOP PERFORMANCE out of your mind is as simple as tying your shoelace! You can master it in five minutes a day—*simply by being shown the right learning techniques!* Learning techniques you probably never even dreamed existed! *Learning techniques so incredibly powerful that I'm willing to prove them to you, in your own home, without your risking a penny!*

Here's how—

The very first hour after you pick up this book, you may marvel at your new ability to master facts!

All I ask from you is this. Let me send you, at my risk, one of the most fascinating books you have ever read. When this book arrives, set aside a few minutes each day from the following weekend. Glance through a few of its pages. *Get ready to see for yourself the incredible performance your mind can give you overnight. ONCE YOU GIVE IT THE PROPER MENTAL TOOLS TO WORK WITH!*

What you are going to do in this very first weekend, is this: You are going to make three simple tests with your own mind, each one of which will take only five minutes of your time! *But each one of which will show you such a thrilling spurt in your ability to bring out the true power of your brain, that you may actually catch your breath in astonishment!*

Here they are! As simple as this—

Proof number one—skyrocket your reading speed—in minutes!

First, turn to page 94. Read this page alone—nothing more. Then, pick up another book and read one page in it. Time yourself—find out exactly how long it took you to read that page, *before you tried out this simple trick:*

Now, simply follow the instructions we give you to take an ordinary pencil and place it between your teeth! And NOW read another page of that same book, following the one rule we give you! Time yourself again!

AND THRILL TO THE SUDDEN BURST OF SPEED THAT YOU HAVE LIBERATED IN YOUR READING RATE, AS YOUR EYES BEGIN TO FLASH OVER THAT PRINTED PAGE!

But this is only the beginning!

Proof number two—skyrocket your vocabulary—in minutes!

Now turn to page 135. Glance over the fascinating word game you find on this and the following few pages. Try this game for five minutes. See for yourself how much FUN it is.

And then turn to page 139. Look over the list—*without ever seeing them before, and without going to the dictionary—of FIVE DIFFERENT FOUR-SYLLABLE WORDS, THAT WOULD STUMP MOST COLLEGE GRADUATES!, and watch the excitement grow inside you as you find yourself reeling off the exact meaning of those previously "impossible" words—JUST AS EASILY AND QUICKLY AS IF THEY WERE PRINTED ON A WALL IN FRONT OF YOU!*

And this is still just the beginning! Because now you turn to page 179—*and you break mathematics wide open!*

Proof number three—skyrocket your power to handle figures—in minutes!

All you do is this! Learn one secret on this page, that you can master in five minutes! And then take any math problem that's stumped you before—in business, mark-up, stock market, installment payments, interest charges, keeping down household expenses—*and now do that problem again!*

See for yourself that the answer to that problem practically springs off the page at you! That errors that plagued your figuring before now virtually disappeared! That a whole new world of math-mastery . . . business-mastery . . . financial mastery has now opened up for you—*all from one simple change in your work habits that's so easy to do it's almost unbelievable!*

Which fields do you want to shine in? Business! Reading! Culture! Science! Social Leadership!

Think of it! From this moment on, in as little as five short minutes a day, you begin applying these wonder-working techniques of Power Learning to every untrained corner of your mind! You begin breaking through mental barriers—mental limitations that have been blocking your progress for years!

You begin tapping the buried powers of your mind! Powers that you have glimpsed before in brief flashes—now brought to the surface—strengthened with simple formulas to double their potency—and placed forever at your beck and call, ready to go to work for you at the blink of an eyelash!

For example—

Do you want to develop "total concentration!"

Then turn to page 31 . . . master one simple routine . . . and thrill to your ability to get down to work instantly . . . to absorb huge amounts of information easily and swiftly—*even in a room filled with half a dozen howling children!*

Do you want to develop a "tape recorder memory" for the spoken word!

Then turn to page 72 . . . read the four simple questions taught to you there . . . and see how those questions automatically rivet your attention to the other person's words . . . keep your mind from wandering . . . *lets you store up his thoughts as though they were engraved on your memory—actually amaze him by quoting, almost word for word, from conversations you had with him months before!*

Do you want to develop the ability to make other people "hang on your every word!"

Then turn to page 130 . . . read every word . . . and see how incredibly easy it is to overcome shyness and uncertainty . . . to make your conversations sparkle . . . to think instantly on your feet . . . reason logically . . . build thought upon thought correctly and dramatically . . . persuade others to your point of view . . . *stand out head and shoulder above the rest of the group, every time you wish to make a point!*

Yes! And do you want to develop the ability to zoom ahead in the advancement tests, the promotion tests that are your gateway to the big money!

Then get ready for the revelation of your life starting on page 229! When you put this "Test Solver" Action to work! When you're shown a five-minute ritual, before you take a personality or advancement test, that breaks that test wide open! That drains fear and nervousness out of your body like magic! That puts every fact you need right at the tips of your fingers—*ready to go to work for you at an instant's notice—ready to give you promotion scores so high that you move ahead faster than you have ever dreamed!*

Read it from cover to cover, entirely at our risk!

And this is still just the beginning!

What I've described to you on this page is only a small sampling of the information packed into this revolutionary new book, HOW TO DOUBLE YOUR POWER TO LEARN—now available only through this article!



EUGENE M. SCHWARTZ

For the past six years, Gen Schwartz has worked with some of the country's leading pioneers in **deutro-learning**, the modern science of **learning how to learn.** As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not take all these incredibly powerful learning breakthroughs—and pack them into **one great book—that can be used by any man or woman to show overnight results in their learning power—and earning power—so startling that they may literally take their breath away!**

This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says, "I couldn't rest until I did it myself!"

The cost of this book is only $5.98—far less than other books that do not do its job nearly as well! But even more important is its unconditional guarantee! This *book must deliver every promise we have made to you—must show you beyond doubt that you can literally DOUBLE your learning power overnight—or simply tear it up. Throw it away. And send us only the hard front cover as evidence of your decision. We'll send every cent of your money back.*

Why not send for it—*today!*

MAIL NO-RISK COUPON TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC.,
Dept. FW-12
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Without obligation, please rush me your revolutionary new book, HOW TO DOUBLE YOUR POWER TO LEARN. I am enclosing only $5.98 complete. I understand this book is fully guaranteed. If this book does not do everything you say . . . if I am not completely delighted within 10 days, I will return the front cover alone for my money back.

☐ If you wish your order send C.O.D., check here. Enclose only $1 good-will deposit. Pay postman balance plus C.O.D. postage and handling charges. Same money-back guarantee of course!

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119 FIFTH AVENUE NEW YORK N.Y. 10003

FORMAÇÃO
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ONE-TIME-ONLY PRICE SLASH!

SAVE ONE FULL DOLLAR on this One-Time-Only Offer!

Yes! Over 94,000 people have already paid $5.98 for this amazing new book. Now, to liquidate stock, we offer you the same exact book, word for word in exactly the same binding, for only $4.98 complete! A saving of one full dollar! But this offer will be made only this one time in this newspaper! Paper prices are again rising, and we will not be able to repeat it again! Read the full details about this outstanding new book below! Take advantage of this one-time-only, full $1 saving—TODAY!

This book says that

The SPRINGTIME of A WOMAN'S LIFE SHOULD BEGIN AT 55



OVER 94,000 COPIES ALREADY SOLD

Why such run-away sales? BECAUSE IT WORKS! Read the thrilling details on this page! Try it—entirely at our risk!



That she should not reach middle age till she is seventy. And that she should not lose her ability to attract men until she is well past ninety—IF SHE WILL ONLY BECOME AWARE OF THESE FOUR GREAT NATURAL SOURCES OF PROLONGED YOUTH, COMPLETELY OVERLOOKED BY 99% OF AMERICAN WOMEN!

For example:

Are These Simple Postures The Key To Victory Over Time Itself?

1) An ingenious way to *re-arrange* the way you hold your face and neck, for a few incredibly-relaxing minutes every day, that virtually *melts away years* from the appearance of the skin of your entire upper body. (You'll learn *why* this simple posture works such breath-taking wonders in the paragraphs below.)

2) A new way to breathe—that purifies your system of the internal poisons that keep you constantly *half-ill* today, and that eat away your youth like acid.

3) A new way to achieve truly deep sleep—that recharges your body like a battery every night, and keeps *accumulated exhaustion* from turning you old.

4) And perhaps most important, and most startling of all, *a new way to fight the never-relenting forces of gravity that cause the muscles of your face and body to sag deeper and deeper every day.*

(This posture alone—this simple, 4,000-year-old "Effortless Exercise" that actually *reverses* the effect of gravity on your body, and causes it to *firm up* your muscles instead of collapse them—can give you a slimmer, younger body overnight, *and for the next fifty years to come.* You'll understand *why* when you read the paragraphs below.)

Welcome To A Whole New World Of Youthfulness, Physical Magnetism, *And Incredible New Feminine Appeal!*

These, then, are the startling, almost-unbelievable promises this book makes to you. *But you must realize that to gain these benefits, you must first discard every idea about your body that you have been taught since you were a child*—and be prepared to look at "age" and "youth" and "health" and "beauty" through entirely new eyes.

In essence, what you are going to learn, in your very first reading of this fascinating book, is this:

Over 4,000 years ago, in the Far East, some of the wisest men and women who ever lived discovered that "old age" was nothing more than a disease—actually just another ill of the body, to be fought as any other ill.

To do this—to fight this "ageing-disease"—they developed a series of *age-delaying techniques* called Yoga.

Yoga means Youth. Yoga techniques bring back youth, and prolong youth.

You can see living proof of these facts every day in India, China and Tibet. There Yoga believers have used these techniques to live to fantastic ages (close to 100 years), *and still retain virtually the appearance of young women.*

These women have achieved "Super-Femininity." At the ages of 60 and 70 and 80, they have more physical magnetism—are far more attractive to men—*than the hordes of "half-feminine" women who may be 50 or 60 years younger.*

Once again, this book gives you the techniques these women use—*but now adapted and simplified for Western women, with all the religion and philosophy that were evolved along with them stripped away.*

And now ready to go to work for you—overnight—to take each part of your body in turn, *and repair the tragic damage done to it by strain and time.*

Like this—

The First Step: To Give Your Face Back Its Youthful Bloom.

This book says that there is a very simple reason why the skin of your face and neck becomes thin, drawn, pale and wrinkled after thirty:

Because once you reach that critical age, your heart can no longer automatically pump enough nourishing blood uphill to your face, to keep it as smooth and plump and young as it was when you were a teen-ager.

It's exactly as if you stopped feeding water to a potted plant—and then watched the leaves of that plant crinkle up and begin to die.

No beauty parlor on earth—no face cream no matter how expensive—can ever correct this lack of internal nourishment. But Yoga can. It does it in a few exhilarating minutes every day—*by showing you an ingenious way to re-arrange the way you hold your face and neck, that automatically causes your body to pour nourishing blood into every fiber of your face.*

This simple posture is so easy to accomplish that, for the first few days, you may not be able to believe that it can really be doing you that much good. But then—when you wake up one morning and find your husband studying your face in silent admiration—*you will realize the incredible potency of this "youth-restoring technique" practiced by two hundred generations of Eastern women.*

And it's just the beginning . . .

How To Sit Your Way To A Beautiful Body

Now you begin *the re-education* of every contour-shaping muscle in your body—and the elimination of the ugly and deadly fat that has plagued you for years—*but this time without such extreme measures as crash diets, sweat boxes, back-breaking calisthenics, or pills or other artificial devices of any kind.*

In essence, what you are going to do with this book is learn a series of "Effortless Exercises." These, again, are simple postures and rhythmic gestures that re-charge your energy bank every morning rather than exhaust it . . . and that *beautify the feminine contours of your body,* without creating a single bulging muscle (as Western exercises do) to make you look like a man.

One of these postures, for example, (done simply by *sitting* in a special way on the floor) firms your legs, calves, inner thighs—all in the same moment.

Another lifts and preserves the bust. Another flattens the stomach and slims the hips. Still another prevents flabby arms.

And (in our opinion, the most important) *still another takes the "old-age stiffness and perpetual ache" out of your spine, and gives you the cat-like grace and freedom to enjoy the life of a young girl.*

And—at exactly the same time—

Vital Health Centers Of Your Body That Have Slept For Years —Are Now Gently Massaged Into Blazing New Vitality . . .

Now these "Effortless Exercises" begin to work their magic—for probably the first time in your entire life—on the *internal glands and organs that either keep you young 'til ninety (if you keep them healthy and strong) or (if you allow them to wither up from disuse) turn you into an old woman at thirty.*

For example:

Here is an incredibly gentle posture that virtually *doubles* the amount of circulation that reaches the vital nerve centers in the back of your head and neck—*and thus puts you to sleep faster and deeper than you have known in years.* (You'll be amazed at the energy with which you bounce out of bed the next morning.)

Here is a one-minute technique that turns *ordinary air* into the most potent revitalizer in the world. (Try it for exactly 60 seconds when you're exhausted from housework; see how it enables you to out-dance your teen-age daughter till dawn.)

Here's how to *flush internal poisons right out of your body.* Clear your complexion. Purify your blood. Get overnight relief from those vague aches and pains that drain youth like a dripping faucet.

Here is a special posture for the woman who is beginning to lose her animal attractiveness. Whose husband is losing interest in her. And who wants him to gasp in delight just a few short nights from the time she first opens this book.

Read It From Cover To Cover Entirely At Our Risk.

One final word of warning: If you expect a huge, weighty, philosophical tome here, you are completely mistaken. This book has been carefully cut down to the bare practical essentials. There is not a word in it that does not give you a physical benefit immediately. Therefore, even in the special deluxe version we send you, *it is only 128 pages.* You can finish it in a single weekend. *The new youth and beauty and physical attractiveness it gives you will last a lifetime.*

The cost is not the usual price of $5.98 but only $4.98 complete! It is a book for women who mean business about restoring and preserving the most priceless possession they will ever have—*their youth.* If you mean business, why not send in the No-Risk Coupon *today.*

SAVE $1 WITH THIS COUPON

INFORMATION, INCORPORATED
Dept. FW-11
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Yes, I want to try a copy of YOGA FOR WOMEN by Nancy Phelan and Michael Volin entirely at your risk. I am enclosing not the usual price of $5.98 but only $4.98 complete! I will use this book for a full thirty days at your risk. If I am not completely delighted . . . If this book does not do everything you say, I will simply return it for every cent of my money back.

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

Name _____

(Please Print)

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City _____

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FORMAÇÃO
COPY-
WRITER

Three words from this book saved this man's arm, and his life!



Photo: Rita Katz

He had suffered a massive stroke. The doctors gave him one chance in five of living through that week. One chance in a thousand of ever using that arm again.

He knew he needed stronger medicine than medical science could provide. So he asked his son to bring to his hospital room the manuscript for this simple book of discoveries he had made about the metaphysical world. And that night—while he was waiting for the crucial angiogram the next day—he found on page 21 the three-word truth that gave him the defense against those deadly predictions.

That was two years ago. Today this same man is writing you this message —with the same right hand that the doctors said he would never use again —asking you to share in this world that begins where modern science stops.

You have never known the God-inside-you till you have shared this book.

Its basic theme is very simple. Old age, failure, disease and death are all illusions. There is a way to see beyond all of them. And one of the most effective of those ways, explored in this book, is a series of small, plainly-written but unfamiliar *"Puzzles for the Soul"*.

There are forty-one of these tiny puzzles in this book. Each one of them is a miniature initiation rite into a different aspect of the hidden reality.

For example:

If you are afraid of death—at any age, for any reason, from any cause —turn to page 10 and receive your first glimpse of a new kind of immortality. Then turn to page 54 to 56, and witness yourself—in picture form—before you were born, and after you die. And then, as the final key to this age-old puzzle, turn to page 151 and learn why you are older than the stars, and will go on shining long after they dim.

Alone? Desperate? Afraid? Then you start on page 13.

The odds are a thousand to one that the words you read there will mean nothing to you. Because you are still, at that point, only at the first stage, your present stage, of pre-knowledge. So you follow the puzzle as it winds its way to page 60, and you see for the first time the others who will never leave you, and who need only to be summoned back again whenever you truly need them. And then, in the final rite, on page 150, you go beyond the longing for mere man, and make contact with a new God, who is all Gods in all their Buddha/Jesus/Allah/Jehova masks, and who banishes all fear with a single touch on your brow.

Are you trapped like a bird in a bottle? Then turn to the three words on page 21.

These words saved my sanity, my hand, and my life. I think they may have the same importance to you. They will make no sense when you first read them, just as being trapped in a too-narrow fate makes no sense. Study them for five minutes. Memorize them. Put the book away, and come back to it—on page 70—the next day. Now they will have the slightest glimmer of meaning to you, the slightest possibility of a workable hope.

Again, put away the book for another day. Then open it a third time, to page 154. Now the words will have changed to the size of a wide-open invisible door for you. A door that you may walk through out of that former "trap", which has now turned from "steel" to air.

These words I write here may make little meaning to you now. But I wish I could shake your hand with my "paralysed" hand to show you how very real they are.

If you choose death, you will die.
Why choose it?
If you choose sickness, you will suffer.
Why accept it?
If you choose adversity, you will be ground into powder.
Why allow it?

I should have died two years ago.

But I lived to see this book published, to offer it to you. I want you to know that there is much in this book from Zen, from Christianity, from Modern science, from the new views we have of the universe and the stars and their residues in our own bodies. I have studied over forty years to construct these puzzles for your soul. They are simple, but they are not easy. You must spend some time with them. You must allow them continued meditation to penetrate to the deepest level of your awareness. Some of them will irritate you; some of them will infuriate you; some of them will haunt, and help, you for the rest of your life.

They embrace all religions; they contradict none. I will be laughed at by my friends—especially the richest and most famous of them—by offering them to you in this way, and daring to use these words to describe them.

I don't care in the slightest. There are certain acts a man must perform, to prove that he has paid the universe for allowing him to live.

This is one of them.

Eugene M. Schwartz

Mr. Schwartz's book is called "The Sound of One Mind Thinking". Its cost is $6.95 plus $2 postage and handling (or $13 including postage if you wish the deluxe hard-covered edition). It has 160 pages, over forty hand-drawn illustrations by one of California's leading young artists. It is completely guaranteed, with no time limit. Simply send your payment to Eugene M. Schwartz Associates, Inc., 857 North Queens Ave., Lindenhurst, New York, 11757.

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FORMAÇÃO
COPY-
WRITER

Up to 9 Miles More Per Gallon! Up to 20 More Horsepower!

YES! In the next two minutes I'm going to show you how you can get up to 20 MORE HORSEPOWER from your car . . . how you can save enough gas in a single year to drive up to A FULL THOUSAND MILES . . . how you can eliminate most of the ignition knocks and pings that are driving you crazy now . . . how you can get battery-saving, sure-fire starting even in below-freezing weather—and do it without buying one single complicated gadget —without paying a mechanic a penny! How? SIMPLY BY CHANGING YOUR OLD SPARK PLUGS—WITHOUT PAYING ONE PENNY MORE THAN YOU'D PAY TODAY FOR ANY ORDINARY SET OF PLUGS.



By ED MITCHELL

Let me say this at the start. If your car has been driven more than 3,000 miles, you know that you're going to have to change your spark plugs in the next few weeks anyway! What I'm offering you on this page is a very simple investment. I want you to try the most fantastic spark plug in the world, entirely at my risk. A spark plug that costs *not one penny more* than the old-fashioned model that's on your car today. But THIS revolutionary new POWER-FLASH spark plug lasts up to 10 *times as long as* that old-fashioned model . . . gives you back the *full blazing horsepower* that the old plug is robbing you of today . . . actually saves you enough gas *to drive half way across America*, every single year that you use it!

Does this sound impossible? *It's been proven a thousand times this year!* Here is a small example of that proof.

This Is Why Your Car Wastes Gas, Loses Power

Some day, if you ever have a spare moment, *lift one of the old-fashioned spark plugs out of your car!* Look at the bottom of that plug. In 10 seconds, you'll learn more about gas waste than any book could teach you in a year.

If that plug has been in your car three thousand miles or more, then what you'll see on the bottom of that plug is *FILTH!* The Firing Point of that plug—the most important single point in your car—*will be choked, strangled and fouled with BLACK, FILTHY CARBON! Carbon that robs your car of as much as 20 vital horsepower every time your engine fires!*

Now, wipe that filth away and look at the Firing Point itself. This is the *POWER POINT of your car* . . . the pinhead of electricity that turns raw gas into 300 horsepower of driving energy! And what is the condition of that POINT? *CORRODED . . . PITTED . . . SCARRED . . . AND WORN!* Hardly able to deliver half the spark it should! Wasting gas . . . wasting money every time you put your foot on the pedal!

Yes! You pay $2,000 . . . $3,000 . . . $4,000 for your car. *And a single 99¢ part robs you of the* real power and enjoyment of that car.

At Last a Plug So Smart That It "Thinks"

Now look at the new plug—the *revolutionary POWER-FLASH* plug that I send you—*for exactly the* same price that you're paying today!

Here is a plug that has not only *ONE* firing point—but *hundreds* of potential firing points! That actually *ELIMINATES THAT DEADLY CARBON . . . BURNS IT UP . . . THROWS IT AWAY . . . KEEPS ITSELF SPARKLING CLEAN ON EVERY SINGLE STROKE!* The full, blazing horsepower that was there when your car was brand-new, is still there as much as 30,000 miles later.

But that's just the beginning! *This plug actually gives you the full firing power* you need for every driving condition—smooth, dependable power for city stop-and-go driving . . . effortless horsepower for the parkway . . . blazing reserve power for super speeds! No more missing, sputtering, knocking when you want to pull ahead of other cars at high speeds! No more groaning take-offs at the lights! *FULL POWER 24 HOURS A DAY* . . . or we send you a new set *Free.*

And that's still just the beginning! Best of all—this is one of the toughest, strongest, longest-lasting plugs ever made! *YOU COULD ACTUALLY POUND IT AGAINST A CONCRETE WALL WITH A HAMMER WITHOUT EVEN DENTING IT—AND THIS AMAZING PLUG WOULD STILL FIRE CLEAN AND HOT FOR 30,000 MILES!* Yes! These fantastic plugs give you such terrific, consistent, long-lasting service that we can afford to make one of the *most amazing guarantees you ever heard!*

AMAZING MONEY-BACK GUARANTEE!

Clip this guarantee section out of this page. It authorizes you to try these amazing POWER FLASH Spark Plugs entirely at our risk! Then—test them for one full month for surging power, blazing new driving performance, breathtaking gas savings alone! During that very first month alone:

(1) These plugs must give you up to 9 miles MORE per gallon—INSTANTLY or every cent of your money back!

(2) These plugs must give you up to 20 MORE horsepower—INSTANTLY—or every cent of your money back!

And (3)—as an extra added assurance—These plugs must continue to give you this power, performance and gas savings—FOR TWO FULL YEARS—or we will send you a brand new set, ABSOLUTELY FREE!

You have nothing to lose! This is probably the most sweeping guarantee in car history! No strings! No questions asked! Act TODAY!



Only one Firing Point on old-fashioned plugs—excess trouble!



Hundreds of potential Firing Points on Power Flash Spark Plugs avoids trouble.

See The Amazing Difference Yourself!

PRICE SLASH! Only 99¢ Each!

Yes! the world's finest Spark Plug—guaranteed to give you up to 9 miles MORE per gallon, up to 20 MORE horsepower—*and now yours for the same price as you'd pay for any old-fashioned, single-pronged set of spark plugs!*

Think of it! During the past year alone, we have sold over ONE MILLION of these revolutionary Power Flash Spark Plugs—at $1.45 apiece—at $9 and $12 a set! But now we are able to produce them in huge, mass-production quantities! And because that mass production slashes costs—*we pass every cent of these savings on to you, in what is probably the greatest car bargain of your entire life!*

Remember! You get the same iron-clad, full money-back guarantee! You get the same superb quality—that keeps these plugs operating at full efficiency in your car for two full years! And you get the same fantastic power and pick-up and performance and acceleration—*and you get them at regular plug prices!* Try them entirely at our risk! Send for your no-risk trial set TODAY!

Proven On 120,000 Cars!

Yes! Over 120,000 sets of these POWER FLASH Spark Plugs have already been purchased at $1.45 each! Read what drivers all over the country say about their incredible performance—the same kind of performance that you can have—this very next week—without paying one penny more than you would for ordinary plugs!

SAVES $8 A MONTH ON GAS ALONE!

"Your Power Plugs are well on the way to paying for themselves. So far have saved about $8.00 a month on my gasoline bill. As far as I can figure, I am getting 9 miles more per gallon of gas than I used to get."

R. O. Duluck, Minn.

GOES FROM 16 TO 23 MILES PER GALLON IN ONE HOUR!

"Received the original order for your Power Flash spark plugs for my Chevrolet 8. I tried them out on my vacation trip for about 2,500 miles and find they improved my mileage per gallon from about 16½ to 23 miles per gallon, so am sold!" *A. C., Chicago, Ill.*

LASTS 3½ TIMES AS LONG AS ORDINARY PLUGS—AND STILL PERFECT!

"Several months ago, I ordered a set of your Power Flash plugs for my 1953 Zephyr (English Ford). These cars are tough on spark plugs—one set of ordinary ones lasting about 2,000 miles. Since installing your Power Flash plugs, I have driven over 7,000 miles and they are still performing wonderfully well! My gas mileage has increased about 3 miles per gallon, and I notice quite an increase in performance."

P. W. K., Huntington Park, Calif.

29 MILES A GALLON FROM A '56 CHEVIE!

"I am really surprised at the performance of my 1956 Chevrolet 210 Ranch Wagon. I installed the Power Flash plugs the day they arrived, and my mileage has increased 7 to 10 miles per gallon. I am a fast driver and maintain the prevailing speeds on the super-highways—yet I was only able to put 4 and 1/10 gallons of gasoline in my tank yesterday after a special test of 120 miles!"

P. B. V., Orleans, Mass.

Guaranteed For Two Full Years!

Try It at My Risk Today!

What have you got to lose? These amazing "POWER FLASH" plugs cost exactly the same price that you are paying today—only 99¢ each—or $5.94 for a complete set for six-cylinder cars, and $7.92 for a complete set for eight-cylinder cars. Think of it! They cost no more than ordinary old-fashioned plugs—*and they can save you up to $300 this year!*

But that's just the beginning! Here is my guarantee to you—*a guarantee that no other spark plug manufacturer in America would dare to make!* Put these plugs in your car yourself. No mechanic needed. Nothing to adjust. From the very first moment that you get back in that car and drive, you must notice amazing new power and pick-up—*or I'll send every cent of your money back!*

You must notice amazing new gas savings . . . you must eliminate ignition knocks and pings . . . you must get instant carbon-free cold weather starting—*or I send every cent of your money back!* And you must continue to get this thrilling, new-car performance year-in and year-out—*FOR TWO FULL YEARS, or 30,000 MILES—or I'll* send you a new set—*FREE!*

You have nothing to lose! *BUT THE SUPPLY OF THESE PLUGS AT THIS SPECIAL PRICE IS STRICTLY LIMITED. THIS MAY BE ABSOLUTELY THE LAST TIME THIS OFFER IS MADE IN THIS PAPER! ACT TODAY!*

EUGENE STEVENS INC.

122 WEST 21 ST., NEW YORK 11, N. Y. Dept. SC-40

Yes! I want you to try your amazing No-Risk, Discount Offer! Please send me your POWER-FLASH Spark Plugs for my car. I will pay the postman only amount checked below plus C.O.D. charges.

☐ SEND $5.70—but only $5.94 for a matched set of six POWER FLASH Spark Plugs.

☐ SEND $11.00—but only $7.92 for a matched set of eight POWER FLASH Spark Plugs.

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

MAKE OF CAR ..... YEAR ..... MODEL ..... NO. OF CYL. .....

I understand that these POWER FLASH plugs must give me more power, tremendous new pick-up, amazing gas savings during the very first month alone—OR EVERY CENT OF MY MONEY BACK, and they must continue to give me this money-saving performance for a period of 2 FULL YEARS or 30,000 miles, or I may simply return them for a NEW SET FREE! I understand that you send a written guarantee with each set!

☐ SPECIAL TWO-CAR BARGAIN OFFER! Order two sets of Spark Plugs—for your second car or for a friend—and save 50¢ more on each. A total saving of one full dollar.

Second Car Information:

MAKE OF CAR ..... YEAR ..... MODEL ..... NO. OF CYL. .....

☐ CHECK HERE AND SAVE MORE! Enclose check or money order and we pay all [illegible] you as much as $1.00. Same money-back guarantee.

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FORMAÇÃO
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Use Your Newspaper to Boost Your Child's Grades



The author tried out his teaching methods on his son.

Five minutes every Sunday with this paper could be one of the greatest gifts you will ever give your youngster

By EUGENE M. SCHWARTZ

Author of "How to Double Your Child's Grades in School"

HOW MUCH will your son earn in his lifetime? What kind of career will he carve out for himself?

Will he be a winner or a loser in life's deadly serious competition for money, position, self-respect?

The answers to these questions depend overwhelmingly on your child's ability to absorb facts and figures and to put them to use. And girls need this facility as much as boys.

This article is designed to help you help your child increase that priceless ability—using only this newspaper, five minutes of your time every Sunday, plus a few thought-provoking questions listed below.

How to Increase Your Child's Vocabulary

Words are compressed ideas. They are solidified thoughts which enable your child to think better, reason logically, express his own ideas with a force and drama that persuade other people to follow his point of view. Therefore, the more words your child learns, the better.

1. "Let's learn to build a stronger sentence."

Pick up any page of this paper. Take a headline or sentence at random and read it to your child. For instance: "American Troops Advance Against Reds." Now ask your child whether he can take this same idea and build a stronger sentence around it.

For example, your child might say, "American Troops Cut Through the Jungle After Fleeing Reds." Encourage him to use vivid words that excite the interest of the listener. Urge him to use larger, more complex words that he may have just learned so he won't forget them. Use this game two or three minutes every Sunday.

2. "What does this newly learned word really mean to you?"

Now teach him to recognize new words instantly by breaking the words down into their Latin parts and then seeing how the total meaning of the Latin parts adds up to the total meaning of the new word.

Get a good dictionary or any other book that lists the meaning of these Latin parts. Skim through your paper for a minute or two every Sunday and pick out some words which are new to your child and which are primarily composed of these Latin parts.

For example, in this article I have used a number of Latin-derived words. Let's take one of these words, and break it apart. *Facility* comes from the Latin word-part *fac*, which means (in English) *do*. Therefore, *facility* means the ability to do something.

But why stop there? Once your child has learned a new word-part, ask him to explore it further. What other words can he think of that have this word-part, *fac*, in them?

How about *factory*—a place where you *do* things with machinery. Or the adjective *facile*—a *facile* person is a person who can *do* things easily. Or even the frightening word *factotum*—which is nothing more than a person whom you hire to *do* something for you in your absence.

You can see immediately how fascinating this can become. Why not learn one or two new word-parts each Sunday—and start your child on the road to a great vocabulary!

How to Increase Your Child's Reading Speed and Skill

The child who cannot read cannot learn. The child who cannot read fast, and well, and remember what he reads, is forever crippled in life's race for achievement and success. Above all other goals, you should work with your child at least a few minutes every week to improve his reading skill. For instance:

1. "What would happen if you bit a pencil while you read?"

Some children move their lips when they read and this means trouble. "Lip reading" means your child is slowing his reading speed down to normal talking speed—or only about one-third of his true potential.

But you can help him correct this bad habit. Hand him this newspaper and ask him to read a short news story to himself. Time him. Then take an ordinary wooden pencil, put it between his teeth, and ask him to bite it! Now have him read another story of the same length. Time him again—this time with the pencil between his teeth to prevent his lips from moving.

I think you will be delighted with the new speed he automatically picks up from this simple trick. And keep it up—keep him biting—until he can read even the hardest textbook without moving his lips in the slightest.

2. "Let's see if you can read this story in one minute flat—by asking the right questions."

Good reading is essentially a search for the main thoughts of a story. And your child can find the main thoughts by asking the magic questions: what? why? where? when? who? how? Your child should memorize these six tiny keys to knowledge and use them every day.

They offer him a "road map" to any news story or feature. Now he knows what to look for. Now he can simply skim through the story—flashing over unimportant details—concentrating on the answers to his "main thought" questions.

He should be able to finish the story in about one minute. And you can test his retention of the important facts of the story by asking him questions about it when he has finished.

How to Increase Your Child's Ability to Handle Figures

Now turn to the advertisements in this paper. Here you have all the material you need for a quick (and fascinating) three-minute drill in practical, everyday mathematics.

Take a supermarket ad, for instance, hand your youngster a piece of paper and a pencil, and ask him a question like this: "If I went to the supermarket tomorrow and bought a roast for $6.49, a chicken for $3.27, and some vegetables for $8.14, how much money would I have spent? How much change would I get from a $20 bill?"

Now watch him put those figures down on the paper. No matter how bad your math is, you can always check two vital points at a glance. First, does he make each number clear and sharp? Or does his 4, for example, look like a 9 or a 7? If so, he'll make careless mistakes with these numbers the rest of his life. Drill him over and over again till each figure is as sharp and precise as if he wrote it with a typewriter.

Second, are his addition columns perfectly straight? Are the 1s under the 1s, the 10s under the 10s, the 100s under the 100s? Can you draw a line between each column with a ruler without touching a single figure? If not, he is again in trouble.

Research in schools has shown that correcting these two small mistakes—and nothing else—has increased students' grades in math by as much as 20 percent overnight. That's one-fifth higher grades for your child for just a few minutes of your time.

If he's in the higher grades, of course, make the questions harder. For example: "If a roast is marked down from $6.98 to $4.87, what percentage of my money do I save?" Again check neatness and accuracy in copying down the problem and pre-

(Continued on page 15)

FORMAÇÃO
COPY-
WRITER

Why Models Stay Young Till Sixty!



This is 39-year-old Oleda Baker, author of this eye-opening new guide. Would you believe her age? Learn her youth-secrets, and those of dozens of other top models, entirely at *our* risk. Read the thrilling details on this page!

Revealed at last! By the world's most beautiful women — who make their living by being, and staying, young! What they *really* do to:

—add *not a single pound* to their figures, even though they add five, ten, twenty or thirty candles to their birthday cakes!

—rinse so much shine into their hair that it has to be powdered down so it doesn't glare into the TV cameras!

—smooth out ugly veins from their hands and feet, in exactly the same way that they smooth out ugly lines from their necks and faces!

—leave their double-chin in bed when they get up in the morning, because they know the right way to simply "sleep it away"!

—"pearlize" their skin, so you would never dream that they too suffered from blackheads, enlarged pores or acne!

These Beauty Secrets—And Dozens More Just Like Them—Earn These Women Up To $100 An Hour! Now They Are YOURS For Only A Few Pennies Apiece!

What we are offering you, in fact, is the world's first "inside" manual on how ordinary women (with perhaps a slightly better face and a slightly better figure than yours) *are transformed overnight into stunning beauties! With pounds curved painlessly off their figures! Years smoothed effortlessly off their faces! Every good feature perfected, and every bad feature either corrected or disguised!*

And then—when the absolute exquisite face-figure has been created out of the raw girl who first came into the studio—*this dazzling physical beauty is then "frozen" against time and weight-gain-of-even-an-ounce for ten . . . twenty . . . even forty years!*

For great models are not born; they are made! (On page 10 of this eye-opening volume, you are taken behind-the-scenes in the most glamorous "sorority" in the world, and you are shown that *there is scarcely a model alive who did not need to have ten or twenty pounds whisked off her figure, and a major transformation made on her face, before a top model agency offered her a contract!*)

But these women made themselves slim, and made themselves radiant *far more cleverly and easily than you have ever dreamed.* Let us prove that to you *right now:*

Take Slimming, For Example! How Would You Like To Eat What You Want, When You Want It—And Still Get And Stay Slim Forever!

Let us just quote *one* of the models whose "forever-young, forever-slim" secrets are revealed here! She says, quite frankly, "I positively adore food. And I never, but never, starve myself. *Yet I weigh the same today as when I started modelling more than ten years ago.*" (Italics ours.)

Why? Because she uses the "Self-Maintaining Diet"! The diet that's fun, that's the happiest of adventures! That actually tames, overnight, those sudden wild urges that destroy your figure! That re-educates your taste buds *and* your metabolism, so that you find yourself *able to eat what you want, when you want it, without gaining so much as an ounce—and (at least at the beginning) losing as much as a pound a day!*

Using this diet strategy, *food becomes an ally rather than an enemy! It fills you up, but never out!* Using this strategy, one model went from 140 pounds to 123 pounds in well under a single month—*and she still ate what she pleased on weekends!*

Using this strategy, every other model (with the exception of one or two) who faithfully followed it for ten days *lost ten big pounds—to start!* Another (a perfectionist) went from 133 to 97 pounds! Another, who was bottom-heavy, not only shed ugly pounds all over her body—*but spot-exercised the flab right off her bottom so perfectly that she now does bathing suit ads!*

And This "Frozen Slenderness" Is Only The Beginning Of The Stunning New Beauty These Top Models Can Give You! Without Your Risking A Penny!

For example:

Of all women, a successful model must always be a healthy, sexually vibrant, powerhouse of energy! She must be able to "turn on the dazzle" at a moment's notice—*despite the fact* that she has been dashing all over the city, toting pounds of clothes, a make-up kit, and often a wig box! *Here are the "glamour vitamins" that turn on such amazing stores of physical vitality—ready to go to work for you within seconds after you read page 42!*

Not can an $80-an-hour model afford the slightest trace of dandruff! After trying *all* the expensive treatments and preparations, *here's how they simply rinse the ugly flakes away, at home, in seconds—for pennies!* (Page 63.)

And glasses are out too! Weak eyes, aging eyes, dull eyes can cost a model her career! *These top models believe that most women take to spectacles simply because of lazy eye muscles, just as most women take to girdles because of lazy body muscles!* And if you want to escape the "eyeglass-prison"—perhaps far faster than you've ever dreamed—check page 68 the moment you get this book!

And how about strong, sexy teeth! Did you ever hear, for example, of the new *sealants* that can be applied to your teeth in seconds, *to shield them from harmful bacteria!* (See page 73.)

SPECIAL BONUS SECTION: Tips from top hand models that may solve your rough, red problem forever! They say bluntly that there is simply no excuse any longer for hands that are anything else but silken smooth—and nails that are as strong as steel! One glance at the "magic" hand exercises on page 81 may convince you, for good!

PLUS, of course, the same "million-dollar know-how" for *your feet* as well! Including a natural-fruit way to keep their skin exquisitely white and fine-pored! And a simple little action that builds a natural-shield against calluses right into them!

These Models Say Old-Fashioned Huff-And-Puff Exercises Are OUT! If You Want A 28-Inch Waist At Age Sixty—Do This Instead . . .

Just MOVE the way you're shown on pages 89 to 101 . . . and watch inches seem to evaporate into thin air—as though you could practically "smile" them away!

Here are special, super effective slimmers for the stomach, legs, hips, calves, derriere, arms, bosom *and especially* that embarrassing "below-stomach bulge" that otherwise grows larger and larger! Also two startling "firmer uppers" for neck lines and for bags under your eyes that you must try *at once* if you suffer from either one!

Incidentally, if you want to smooth out lip wrinkles, also check page 101 at once!

And this is still just the beginning! We just don't have room enough here to mention all the professional beauty secrets revealed at last in this eye-opening book! For example:

How to eliminate muddy, bumpy-looking complexion with *nothing but water . . .*

How to get rid of "early morning wrinkles and bags," *in minutes . . .*

How to build a voice as seductive as your new body—a complete mini-course . . .

How to achieve the illusion of a near-perfect face (for example, if you have a receding chin, how to "add" to it in seconds) . . .

How to blend your own shampoos, skin creams and facials that cost almost nothing, *but far outperform the expensive kind . . .*

And Much, Much More! But Read Them All—Prove Them All, From Cover To Cover—Without Risking A Penny!

This book is for people who want to get things done! You owe it to yourself to try it! We take all the risk! Why not send in the coupon—TODAY!

ABOUT THE AUTHORS

OLEDA BAKER (pictured at the left) is a well-known fashion model and cover girl who also performs in television commercials. Between modeling assignments, she paints, designs jewelry and clothes, and takes care of her husband, Stephen, her son, David, and their New York home.

BILL GALE, a former award-winning advertising copywriter, has written for many national magazines.

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YOU ARE TWICE AS SMART AS YOU THINK!

And these seven simple actions will prove it to you in a single weekend—by doubling your power to learn!

This article is going to shock the life out of you—because it flatly says "bunk" to every idea you have ever had about how "difficult" it is to learn!

This article says that if you could only liberate the exact same talent and intelligence and ability that you have tied up inside you today—then you could:

... read anything you wish, twice as fast as you can read today...

... absorb facts like a sponge, and repeat them almost word for word years later...

... flash through math, business, financial problems that have you stopped cold today ...

... hold people spellbound with the power of your speech and your written word...

... out-think others when you have to tower over them in judgment, outshine them completely in imagination.

And do it all — not by struggling through dreary textbooks . . . not by memorizing useless theories — but simply putting your LOCKED-UP LEARNING POWERS to work—today—as easily and logically as this:

LEARNING ACTION NO. 1

Lets you skim through a book in thirty minutes! Dazzle others with your insights into it that very same night!

This action is literally a brand-new way to read the printed page! Yet it requires nothing more than an ordinary pencil!

Once you are shown it, you will never read a book from cover to cover again! Instead, you will flash right through it — automatically skipping the boring details — automatically scooping up the main ideas as fast as your eyes can travel down the page!

You'll absorb the key ideas of most books in thirty minutes! Burn a magazine article into your memory in five minutes! Master the heart of a business report in three minutes!

And you'll file these facts away in your mind in such perfect order — automatically — that you can pull them right out again at an instant's notice! *So you can back up every point you make in conversation with dozens of overwhelming facts . . . fill every one of your statements with authority and conviction . . . win other people to your views so completely that no one else could ever lure them away!*

And this is just the beginning!

LEARNING ACTION NO. 2

Gives you a "Tape-Recorder Memory" for the spoken word! Lets you hear hidden secrets in people's conversation that they don't even know they're revealing!

This second action requires you to ask yourself four simple questions every time someone begins to talk to you!

These questions rivet your attention on that other person's words . . . keeps your mind from wandering . . . lets you store up his thoughts as though they were engraved in your memory!

They automatically allow you to amaze your friends by quoting — almost word by word — from conversations you had with them months before!

They allow you to win new friends by remembering details ordinary people completely forget! Impress your superiors by repeating back to them their most casual orders, step by step!

And, at exactly the same time, they enable you to "read between the lines" of whatever that other person says! Give you such incredible concentration when you want it, that you almost penetrate into that other person's mind! Discover facts he's trying to hide! Goals he's trying to conceal! Exaggerations he's trying to make you believe!

You'll be amazed at how clearly these questions open up other people's thoughts to you! *And they're still just the beginning!*

LEARNING ACTION NO. 3

Builds you a power-packed vocabulary! Gives you the words you need – overnight – to load your thoughts with verbal dynamite!

This action involves you in one of the most fascinating games you have ever seen!

This game takes two minutes a day! You can practice it anywhere—while dressing in the morning . . . driving your car . . . dining with your friends or family!

And every time you try it—you automatically learn new words: Emotion-packed words, that make people stop and listen to you! Color-packed words, that make your ideas and stories crackle with excitement! *Power-packed words, that make people see and feel and do exactly what these words tell them to do!*

Think of it! The next time you pick up a book, you'll automatically understand hundreds of new words, without even looking at a dictionary. The next time you start to speak in a business discussion, or a private conversation, or a club meeting—every eye in the room will be focused on you in startled admiration! And this is still just the beginning!

LEARNING ACTION NO. 4

Doubles your problems-solving ability. Makes math problems . . . business problems ...financial problems HALF-SOLVE THEMSELVES before you even touch them!

This action is an ingenious little trick used by every professional math tutor in the country!

You use it before you start to work on a problem! It takes seconds to apply! It requires absolutely no math background!

And it works miracles! It turns you into a mathematical wizard! It shows you the answers to dozens of problems before you can even pick up your pencil!

It gives you a "feel for figures" that will leave your friends gasping at work. It lets you "talk the language of business" — statistics, balance sheets, profit and loss — that completely mystifies most people!

It gives you incredible new powers of making and handling money! Predicting the stock market . . . running a business . . . setting up a budget . . . making one dollar do the work of a hundred — *all these skills are yours, once you learn the secret of making figures work for you at the snap of your fingers!*

And it's still just the beginning! Wait till you read this —

LEARNING ACTIONS NOS. 5, 6 & 7

Lets you burn facts, figures, whole books into your memory! Write simple, clear, compelling English – almost as fast as you can move your hand – without a single mistake in spelling! Whiz right through the dozens of "make-or-break" tests – license tests . . . promotion tests . . . pay-raise tests – that are your gateway to the big money!

This is the pay-off! *Now you start turning your knowledge into the kind of life you've always dreamed of!*

For example, would you like to make thousands of bonus dollars with your pen! Write business reports and memos that lift you head and shoulders above the crowd! Or write the story or novel you've always wanted to put on paper! Or dash off sales letters that set new records! Or open up a part-time mail order business from your home that has the orders pouring in!

Then try this one prime secret of all professional writers—*How to make your thoughts organize themselves, so you can copy them right down on the paper!* And see for yourself how easy it is to write Powerhouse English — to open up a whole new world of accomplishment with one simple action!

Or — and this is the most important breakthrough of all — would you really like to earn that extra diploma you have always dreamed of!

Would you like that blue-chip promotion that has always seemed just two or three steps out of reach!

Would you like a title after your name . . . a license on your wall . . . the respect and admiration that tested knowledge — *proven knowledge* brings in its wake, every single time!

Then prepare for one of the most thrilling evenings of your life! When you put this "Test-Solver" Action to work! When you're shown a simple five-minute ritual—*before* you take a test that breaks that test wide open! That drains fear and nervousness out of your body like magic! That puts every fact you've learned right at the tips *of your fingers ready to go to work for you at an instant's notice — ready to give you advancement scores so high that you move ahead faster than you have ever dreamed!*

PROVE IT YOURSELF ENTIRELY AT OUR RISK!

Let me be perfectly frank! These seven simple actions are literally the difference between being first in line for life's treasures — or being satisfied with other men's leavings!

As far as we know, they have never been collected between the covers of a single book before! Now, at last, they are yours in HOW TO DOUBLE YOUR POWER TO LEARN, by Eugene M. Schwartz!

The cost of this one-volume encyclopedia of learning-made-easy is only $5.98—far less than other books that do not do its job nearly as well.

VITAL NOTE!

To gain its wonder-working benefits in every area of your life — immediately, within five short minutes after you pick it up — *there is absolutely no need to STUDY this revolutionary new book, or read it from cover to cover, or even to expend any conscious effort on your part other than to browse through it at your leisure for five or ten thrilling minutes every day!*

This is NOT a textbook! NOT a study manual! There are no lectures — not a single "blue-sky" theory to ponder over or memorize in this entire book!

Instead, for the first time, *here is a revolutionary new system of AUTOMATICALLY BRINGING TO LIFE YOUR HIDDEN POWER TO LEARN, through the incredibly-potent suggestion of the written word!*

We do NOT want you to treat this amazing volume as you would an ordinary book! Instead, all we ask you to do is this:

Place it on your bedstand, entirely at our risk, for ten days! Browse through just a few pages every night before you retire! Skip around if you like! *But make absolutely no conscious effort to "study" this book, "work" on it, or even memorize a single one of the thrilling techniques you will find on every one of its pages!*

Instead, in these very first ten days alone, the startling discovery you will make is this: Instantly — simply by leafing through its pages — *your mind will automatically absorb the wonder working procedures laid out for you in this book! Effortlessly, you will respond to its convention-shattering breakthroughs! Without premeditation, you will find yourself automatically applying its methods!*

Inevitably — hour after hour . . . day after day . . . week after week — you will find yourself in command of ever-increasing powers of Rapid Learning, Vocabulary Building, Problem Solving, Clear-thinking, Friend-Making and much more — all brought at last to the surface of your mind and ready to automatically spring into action for you at the blink of an eyelash!

All this — for just a few short moments of your time every day! Spent with one of the most fascinating, completely absorbing books it has ever been your pleasure to glance through.

Prove it yourself, entirely at our risk! You gamble nothing but your time! We bear the full cost! Send in the No-Risk Coupon — TODAY!



EUGENE M. SCHWARTZ

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in deutro-learning the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem-Solving, Time Organization and many more.

But why not take all these incredibly powerful learning breakthroughs — and pack them into one great book — that can be used by any man or woman to show overnight results in their learning power — and earning power — so startling that they may literally take their breath away!

This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says, "I couldn't rest until I did it myself!"

But even more important is its unconditional guarantee! *This book must deliver every single promise we have made—it must show you beyond doubt that ACTION and not theory is the key to literally DOUBLING your earning power—or simply return it for every cent of your purchase price back!*

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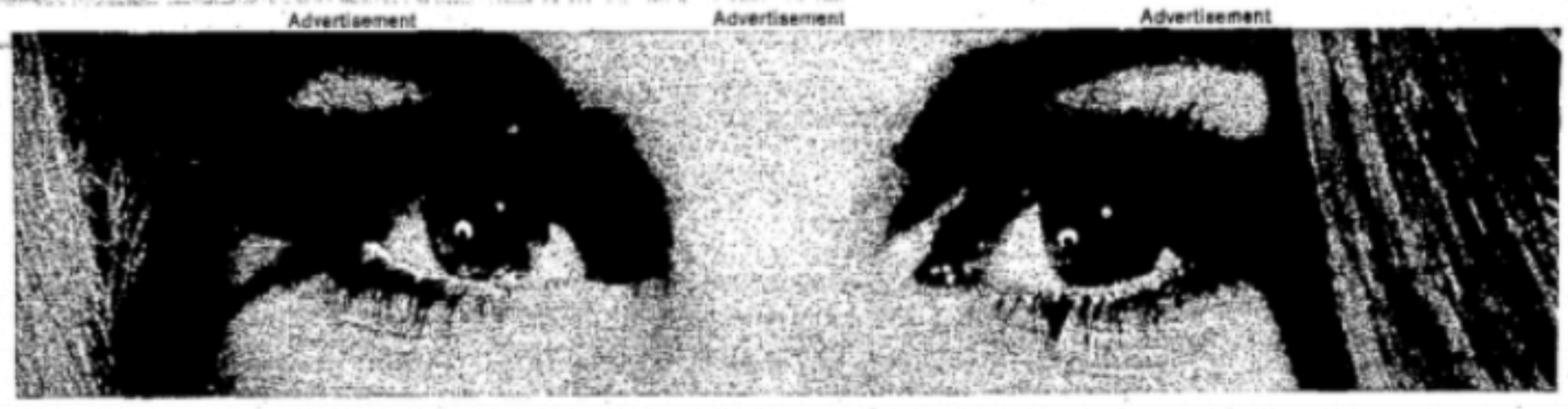
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YOUR EYES CAN HEAL THEMSELVES

once you learn to relax them back towards normal, this eye specialist's ingenious way...

If You Suffer From A Single One Of These Torturous Symptoms Of Weak Eyes—Bad Eyes—Failing Eyes—THEN THESE FACTS BELOW MAY BE THE MOST IMPORTANT YOU HAVE EVER READ IN YOUR LIFE!

Because they reveal, for perhaps the first time in your life, *how the muscles surrounding your eyes may have tricked you* into the following agonizing symptoms: Near-sightedness . . . Far-sightedness . . . Astigmatism . . . The inability to read without glasses . . . Crossed eyes . . .

Easily fatigued eyes, and the headaches, tension, anxiety, insomnia, and bone-weariness they so often cause . . .

And any other condition of the eye that causes you to be a prisoner of glasses, where you are forced to watch your eyes weaken year after year; and go back to that doctor, year after year, for new glasses that are always thicker and thicker, stronger and stronger, uglier and uglier than the year before!

And Every One Of These Symptoms May Actually Be Controlled . . . And Then Diminished . . . And Then Eliminated—OFTEN BY AS LITTLE AS THIS ONE SIMPLE INSIGHT INTO THEIR HIDDEN CAUSE!

And that insight is this:

If you suffer from any of the symptoms listed above, then you must understand at once that your eyes are *not* ill . . . they have *not* deteriorated . . . *they have not lost* their true power to see in any way!

What has happened to them instead is simply this:

What has gone wrong with your eyes is *not* their lenses themselves, *but the muscles surrounding them, that focus those eyes by lengthening or flattening them!*

If these muscles are used properly, then your eyes are focused correctly, and you see sharply and clearly. But if you *mis-use* these muscles—if, for example, you clamp them around your eyes too tightly—*then you will unconsciously and habitually throw those eyes out of focus, and you will develop one of the agonizing symptoms listed above!*

(It's exactly as if you were playing golf or tennis, and you habitually tried to hit the ball too hard. Your muscles tighten to the point of "freezing" . . . you lose your natural coordination . . . every move you make is "blurred" in one way or another . . . and after awhile your entire body *aches* with fatigue!)

So "Weak" Eyes Are Caused By Tense Muscles! And To Make Those Eyes Strong Again, You Have To Learn How To LOOSEN Those "Rigid" Muscles, AND LET YOUR EYES "FLOW BACK" INTO CORRECT FOCUS AGAIN!

Let us repeat this vital fact: To correct any or all of these symptoms, you do *not* exercise your eyes! You do *not* strengthen your eyes! *You do not place more strain or pain or burden on those already-overburdened eyes at all!*

What you do instead is this:

You simply learn how to RELAX those tightly-clamped muscles, in the ingenious fashion taught to you by this internationally-famous eye-specialist and physician!

In other words, *you stop fighting these agonizing symptoms (which only intensifies them in an ever-increasing spiral of poorer and poorer vision), and—instead—give them the soothing treatment that lets them "loosen up" and start healing themselves!*

And—once you have coaxed relaxation back into those overstrained eyes, just as the normal eye is always relaxed when it sees without effort—*then you can gently and effortlessly RE-TRAIN them to lengthen and shorten the eyeball as they really should!*

And then, finally, once your eyes have been trained to stop overstraining . . . to focus normally again, *without conscious effort* . . . to loosen up enough to automatically *shift focus 70 times a second, exactly as the normal tension-free eye does*—then those eyes will,

HOW DR. WILLIAM M. BATES ARRIVED AT HIS REVOLUTIONARY DISCOVERY...

"Why", asked this renowned eye specialist, several years ago, "If glasses are the correct procedure for sub-normal eyes, *must these glasses be strengthened because the eyes under their influence have weakened?*"

Anyone who has worn glasses knows this to be the usual case. But, logically, *if a medicine is good, the doses should be weakened because the patient has grown stronger!*

Therefore, Dr. Bates drew his revolutionary conclusion: That the *outer muscles of the eye*, and not the lens, *when they are mis-used, cause blurred sight!* And that we make our own eye troubles, *by tightening the wrong group of muscles on the outside of the eye-ball!*

All the rest you see on this page follows inevitably from this simple fact! And it has never been refuted, though for purely commercial reasons it is not generally accepted in this country!

from that moment on, *give you sharper sight, clearer sight, more perfect sight, every single day that you continue to use them!*

Think Of Eyes Growing Sharper And Sharper Each Day, Instead Of Fuzzier And Fuzzier! Think Of Glasses Being Put Away, For Longer And Longer Periods, TILL FINALLY YOUR FRIENDS AND FAMILY GASP IN DELIGHT AS YOU NO LONGER NEED THEM AT ALL!

Again, the key is Scientific Relaxation! Freeing the eye to do again what it once did automatically and unconsciously! Allowing the clear, brilliant sight which still remains within the eye *to spring back to life, once the "muscle-chains" that are clamping it down are released!*

And the results are often astounding! Let us give you just a few—*directly from the pages of this great book:*

"Simple as this (relaxation) drill seems, it tricks the sub-normal eye into doing all the natural things that the normal eye does unconsciously . . . As your vision improves daily you will get the effect that all the world has had its face washed.'

"Suddenly the muscles let go, shaping the eyeball normally for a moment or two, so the entire panorama stands out perfectly just as with normal vision. The vision is so vivid and comes so suddenly that it literally takes the breath away, and they gasp or cry out. These flashes are sure proof that the vision is within the eye, as soon as the eye can be relaxed to permit vision to take place. Vision is like a faucet: tension turns it off, relaxation turns it on."

"I once worked with a cataract case, whose vision we had improved with our method to such an extent that I called in a doctor, who worked sympathetically with us, to examine his eyes with a power ophthalmoscope. One eye the doctor found to be entirely cleared of cataract."

In Fact, Case History After Case History Proves That Cure May Be So Dramatically Fast That Even Your Ophthalmologist May Beg You For The Secret!

Once again, it doesn't matter which of the agonizing symptoms listed above you are suffering from right now . . . how "deeply entrenched" they are . . . how long you have been plagued by them . . . how "weak" or "failing" or "out-of-control" your eyes may feel today! *Here is specific, step-by-immediate-step advice that will*

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13490 N.W. 45th Ave., Opa Locka, Fla. 33059

If You, Or A Loved One, Suffer From Serious Eye Damage (Such As The Following) READ THESE FACTS AT ONCE:

The most amazing thing about the Bates Method of relaxed vision, described on this page, is the fact that formerly "hopeless" conditions of the eye—such as atrophy, glaucoma, cataract, sympathetic opthalmia and even detachment and hemorrhage—*may often be improved by its methods, if there is any vision left at all with which to work!*

Read the full details on page 94. Try it yourself, without risking a penny, today!

(again to quote directly from the book itself) *"be free from pain and discomfort, able to do normal seeing in God's sunlight"!*

For example:

Why, with this method, *no strain at all is necessary; any strain at all interferes!* And therefore you must PLAY at your simple relaxation drills! Do them easily! Don't make work of them—*since they are NOT exercises; but loosemers!*

Why this method is completely harmless, since it is relaxation, and not exercise. And relaxation is never harmful!

Why this method removes *both* physical *and mental* strain! And why, as you relax, *this proper way*, the act of relaxation actually speeds circulation through your eyeball, *to carry away impurities and bring fresh stimulation to the retina!*

Why even blindish, dimming eyes have greater vision after only one of these simple treatments!

Why this treatment's *beautifying effect* on the eyes is "miraculous"! Why eyes treated this way have a sparkle and high luster that no beauty drops ever give! Are never watery, gritty, itching or bloodshot! Why they are suddenly turned into wide and "shining-youthful" eyes!

Why this method automatically, as a blessed side-effect *promotes restful sleep, and combats even long-standing insomnia!*

Why most myopic (near-sighted) eyes *can be brought to "complete normalcy"* by this method!

Why "old-age sight"—the inability to read without glasses—can now be forestalled and prevented *in all types of eyes!*

How both motion pictures and television can now be both effortless and good for the eyes—*and actually used as sharp-vision builders for sub-normal eyes!*

And—perhaps most startling of all—why even *failing memories* can often be restored by improving the vision this way!

Is It Worth One Day Of Your Time To Prove That You Can Make Your Eyes Grow Sharper, Instead Of Weaker, From This Moment On? If Your Answer Is Yes, Send In The No-Risk Coupon . . . TODAY!

MAIL NO RISK COUPON TODAY!

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Gentlemen: Please rush me a copy of HOW TO IMPROVE YOUR SIGHT, #80143, by Margaret Darst Corbett! I enclose $3.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for $_____

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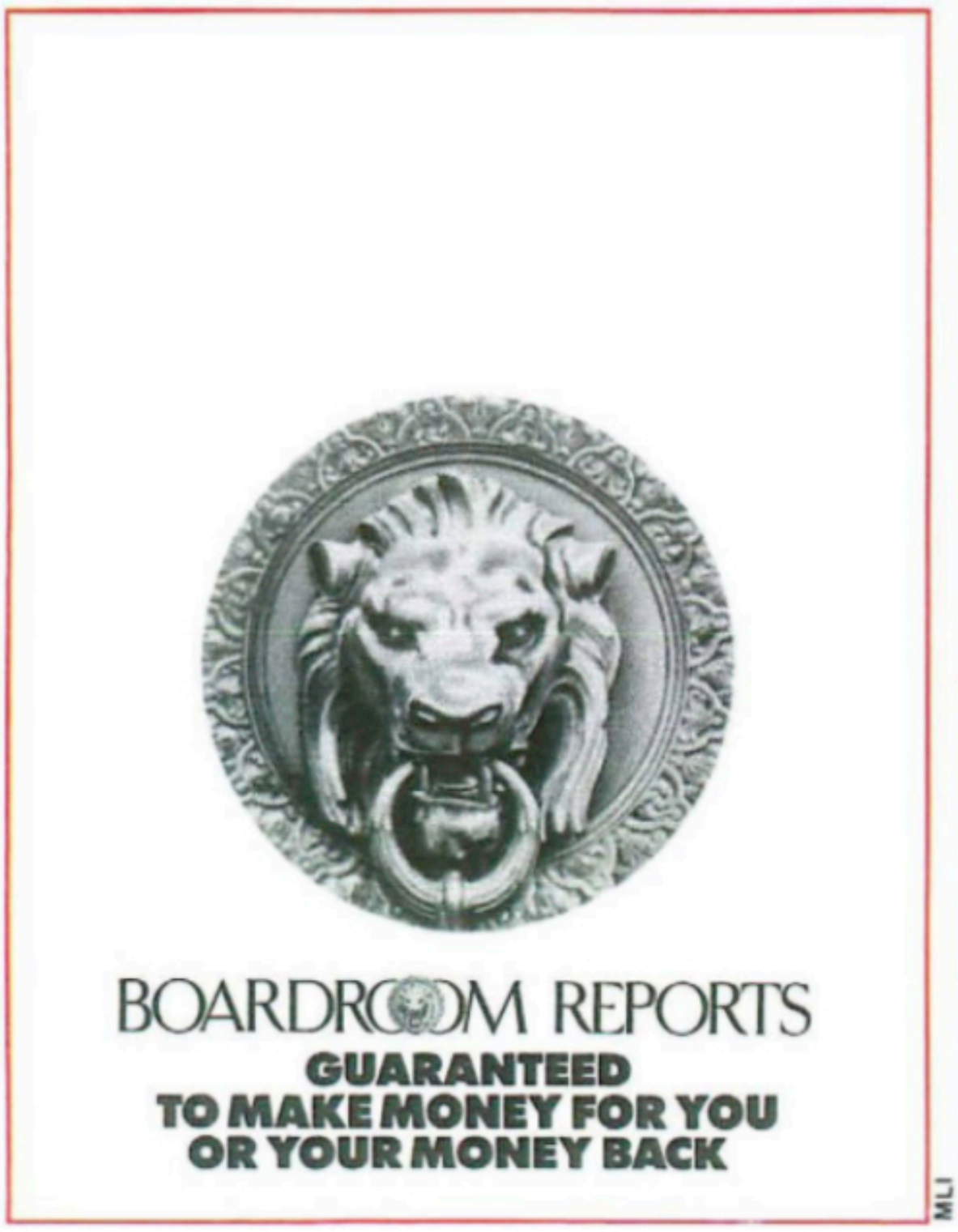
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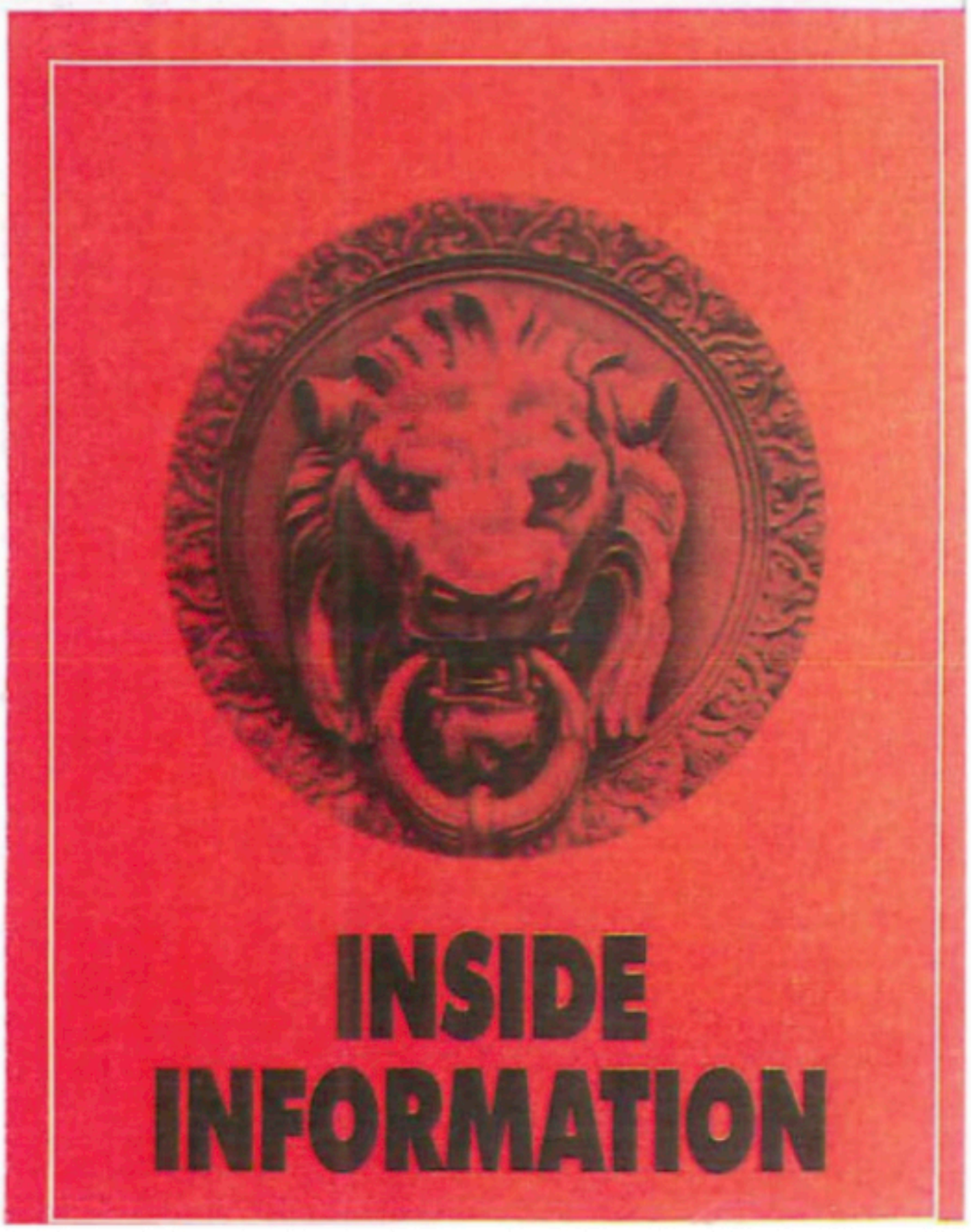
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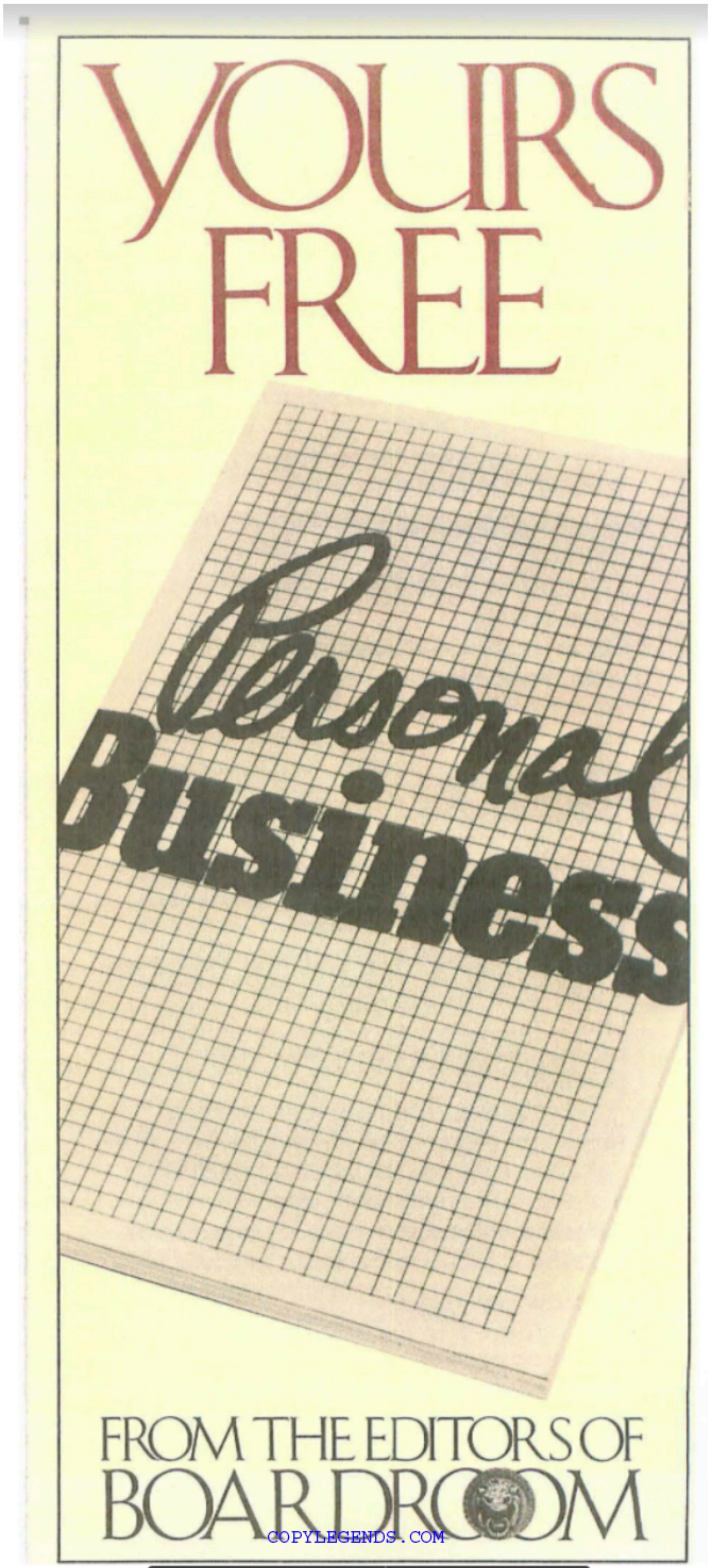
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Insurance Confidential

.Insurance policies that everybody buys but nobody needs.

.Mistakes to avoid when filing an insurance claim.

.How to collect insurance claims fast when they're giving you the runaround.

.How to prepare for insurance physical when not in best shape.

Dealing with Professionals

.Times when you don't need a lawyer.

.Getting your money's worth from an accountant.

.How to pick a computer consultant.

.What you don't have to tell IRS auditor. How to prevent a "fishing expedition" through your records.

Cars Confidential

.Options to turn down when you buy a new car.

.How insiders check out a rented car before they accept it. Times when automatic drop off is a ripoff.

Inside Information: You and Your Medicines

.Take your vitamin pills when you're working hard, right? Too much of one ingredient can reduce sexual potency.

.Two famous cold remedies that can make you sicker if taken together.

.Quickest way to locate an all-night drugstore in any strange city.

.Medicines that are good for you can be harmful when you exercise.

Investment Strategies

.Shrewdest way for non-insiders to play the stock market.

.Diamonds are forever, right? Wrong. Three other precious stones are safer long term for investment.

.When not to pay stockbroker's commission.

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)K OF IDEAS, TACTICS)R SMART LIVING . . .

Traveling Better

.What never to eat on an airplane.

.Cruise costs the same through any travel agent, right? Wrong.

.When not to fly first class.

.Best slot machines to play at any casino.

.What airplane reservation clerks don't tell you. Seats to ask for if you want an empty one next to you.

.How much to tip so you'll never look like a sucker or a tightwad.

Business Briefs

.Games bankers play with interest rates.

.Are workers doing honest day's work in return for full day's pay? Easy way to measure performance.

.Deposit check marked "payment in full" from customer who still owes more money —without losing right to collect rest.

Home Advice

.Five questions to ask before signing mortgage papers.

.How property you put up for sale with a broker can be taken off the market without your knowledge.

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