

# YOUR BODY IS TWICE AS YOUNG AS YOU THINK!

**And these five "Age-Trimming Actions" will prove it to you in as little as a single week!**

This article is going to shock the life out of you — because it flatly says "bank" to every idea you have ever had about how "old" or "tired" or "over the hill" you are today!

This article says that if you could only liberate the exact same power and energy and capacity for enjoying life that you have tied up inside your body today—then you could:

- look up to twenty years younger—slimmer, stronger, far more attractive than you ever dreamed today . . .
- ward off the diseases of middle and old age that cripple your friends, and do it in just a few minutes each day . . .
- add up to forty health-packed years to your life—years filled with strength, vigor and vitality . . .
- cut down daily tensions—drain away that "always tired" feeling—eat better, work better, play better and sleep better, starting this very week!
- In other words, pump up to ten . . . twenty . . . even forty years of vibrant new health into your body!
- And do it all—not by flooding your body with medicines and pills . . . not by working yourself into the ground with useless calisthenics . . . not by depriving yourself of the food and drink and luxuries you love—but simply by putting your **LOCKED-UP HEALTH POWER** to work—today—as easily and logically as this:

**AGE-TRIMMING ACTION #1** — Pumps thrilling new power and strength into every part of your body, in less than three minutes a week!

This action is literally a brand-new way to exercise in seconds a day, with breath-taking results that you can see and feel the very first week!

It involves six simple movements of your arms and legs. Each takes less than ten seconds. There is no skill required. No repetition, no counting, no strain, no danger, no sweat.

They are so gentle that they can be done by an eighty-year-old. So effective that they will strengthen a thirty-year-old's back . . . broaden his shoulders . . . pull in his stomach, sometimes as much as two or three inches in the first few weeks!

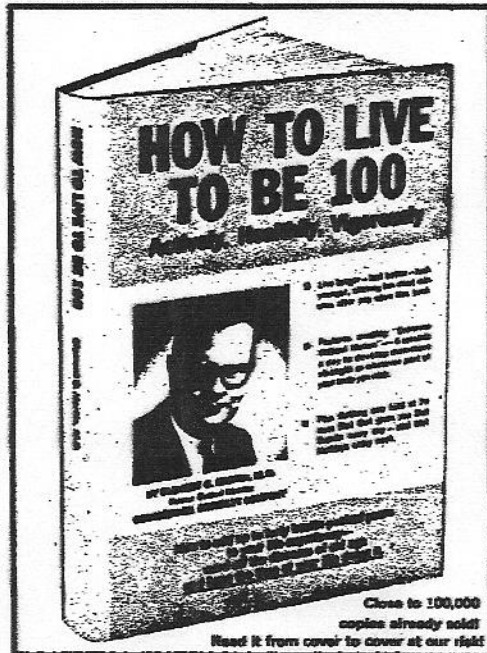
Or, if you are a woman, they will firm up your entire body where you need it most—in less than three minutes a week!

And they're just the beginning!

**AGE-TRIMMING ACTION #2** — Forces your heart to build new arteries! Helps ward off the deadly diseases of middle and old age!

This simple action alone can add up to forty health-packed years to your life!

It is probably the most effective weapon against heart attack, stroke, high blood pressure or arteriosclerosis ever invented!



Yet it involves nothing more than your own two feet, and a few "wake-up minutes" before breakfast every morning!

You don't even get out of your pajamas! Again, there is no strain and no sweat!

But there is—before you know it—thrilling new strength in your lungs and your circulation! That charges up your entire body with vibrant new youth! That gives you a thrilling new reserve of energy for work at day or play at night! That lets you "run younger people into the ground" if they try to compete with you!

And it's still just the beginning!

**AGE-TRIMMING ACTION #3** — Peels off ugly fat! Slims you down in the shortest possible time! Keeps you at your healthiest and best-looking weight for years to come!

This simple action is a new kind of diet—with diet snacks every day, and diet holidays every week!

It's probably the most fascinating diet you've ever tried. It actually lets your appetite go wild every seventh day! It lets you eat regular, non-diet portions of all the foods you love—spaghetti, cheese, cakes, pies, ice creams, chocolates and all the rest—during the diet holiday!

And then, when it puts you back on your regular routine for the other six days, it gives you a delicious "extra snack" on every one of those days, to keep from stretching your will power too far! To slim you down faster and longer than you've ever known before.

No wonder your friends may stop you on the street, and beg you to tell them how you did it! And it's still just the beginning!

**AGE-TRIMMING ACTIONS #4 AND #5** — Shows you how to build greater regularity — more resistance to tension — a glowing complexion — greater sexual vigor — a far better mental outlook! Protects you against health-keeping, life-shortening mistakes ordinary people never even dream they are making!

This is the pay-off! Now you start turning your newfound vigor and vitality into the kind of life you've always dreamed of living!

Former medical director for the Continental Casualty Company . . . Fellow, American Geriatrics Society . . . Fellow, American College of Nutrition . . . Medical Editor of the Bulletin of the American Association of Railroaders . . . member of the American Association for the Advancement of Science, American Heart Association, Aerospace Medical Association, and many other leading scientific and medical societies. Author of the revolutionary new book, **How to Live to Be 100.**



CLEMENT G. MARTIN, M.D.

Here is a completely-fascinating, one-evening course in the latest medical rules for life-stretching—anyone of which may save your health and add dozens of pleasure-filled, full-capacity years to your future!

Here are authoritative facts you can trust about drinking and why it is no longer forbidden—weekend sports and your heart—the safe way to take care of your back in every lifting situation—how to smoke and live—the safe way to a full eight hours' sleep every night—even a five-second breathing-and-relaxing exercise that may double your vitality every day—and dozens more!

Prove it Yourself, at Our Risk!

Let me be perfectly frank! These five simple actions can literally take up to twenty years off your appearance—at exactly the same time that they add up to forty health-packed years to your life!

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 LIVE TO BE 100, by Clement G. Martin, M.D.

The principles in this amazing book 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 they are yours to prove, in the privacy of your own home, beyond the shadow of a doubt, or they do not cost you a penny!

The cost of this revolutionary new book is only \$4.98. You prove it to yourself—entirely at our risk. Send in the No-Risk Order Blank 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 spend any more "time" effort on your part other than to browse through it of 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 **HOWING 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 bedside, 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 Six-Second Exercises on page 55 . . . the thrilling Live-Longer Diet on page 58, with its Diet Snacks and complete Diet Holiday story week!

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 any time-consuming study without having to pay a cent for it! **IT'S ONE OF THE BEST INVESTMENTS, COMPLETELY-SECURE! BECAUSE IT HAS NEVER BEEN YOUR PLEASURE TO BLAME THROUGHOUT 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!

## EXECUTIVE RESEARCH INSTITUTE, INC.

MAIL NO-RISK COUPON TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC., DEPT. #PW-8  
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 LIVE TO BE 100**. 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 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 \_\_\_\_\_

©Executive Research Institute Inc. 1966