MAN IS TO A
CONSIDERABLE
EXTENT
THE ARCHITECT
OF HIS
OWN FRAME

Old Proverb

+ + +

lives are spent sitting at desks, in cars, in theatres and restaurants. Nature never intended this. And so our bodies rebel. Our circulation slows down, our digestive systems function improperly and we take on those sluggish extra pounds which make us look and feel out of condition.

It is for busy men and women who are confronted with this problem and want to do something about it that Exercycle has been designed. Within this book you will find a story of a unique method of reducing and keeping fit...effortless exercise.

#### EXERCYCLE

Reg. U. S. Pat. Off. Nos. 1992127, 2107447, 2107449



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#### EFFORTLESS EXERCISE

XERCYCLE IS THE only reducing and exercising machine of its kind. Operated by electricity it enables you to reduce and keep in condition entirely without effort on your part.

No matter how tired you are, how nervously exhausted, you need not exert yourself in the slightest when you use Exercycle. Just get on—turn the switch and *relax*—and the machine does the work.

Nor is Exercycle merely an electric bicycle or horseback riding machine. Exercycle's motions have been scientifically worked out after years of experimentation under the supervision of doctors and physical directors. Exercycle combines a variety of synchronized movements. It brings almost every muscle of your body, large and small, into play. It stimulates circulation, tones up sluggish muscles and systems, is useful in correcting conditions caused by lack of proper exercise and sedentary habits.

Exercycle is no larger than an arm chair. You can keep it right in your bedroom or office, ready for use any time when you have a few minutes to spare.

\*On the following pages, in question and answer form, we have attempted to cover all the specific points that you would like to know about this new method. If you find that we have omitted anything in which you are especially interested, we shall be only too glad to answer your questions by letter or in person.

## QUESTION—How does Exercycle operate?

Answer—Entirely by electricity. All you do is get on and relax. An electric motor, powerful enough to lift a man of more than 300 pounds, raises the saddle, moves the handlebars back and forth, causes the pedals to revolve. The movements are synchronized to give you rhythmic vertical and horizontal movements. It operates noiselessly and without vibration.

## QUESTION—Don't you have to pedal against the motor?

Answer-No. Exercycle exercises youentirely without effort on your part.

# effortless but how do you get any exercise?

Answer—In the same way that you are exercised when you ride a horse. Horse-back riding requires no exertion on the part of the experienced rider. Yet it is one of the most beneficial forms of exercise. The constant flexing of the muscles at trot or canter leaves one at the end of the ride

refreshed and tingling with a pleasant sense of well-being. Exercycle does for you what horseback riding does. In addition, and in the same way it also gives you the benefits of swimming, rowing and cycling.

#### QUESTION-What are the benefits of effortless exercise?

Answer—As no indomitable will power is required, you will find it actually a pleasure instead of a chore to use Exercycle daily. This is in striking contrast to exercise that you have to do yourself which seems to become harder and harder to take until you give it up just when you should be reaping the benefits.

Again, doctors and others who have made a study of the effect of exercise on health more and more frequently sound a note of warning against too violent exercise, especially when a man or woman approaches middle age. Such exercise imposes too much of a strain on the heart, often causing serious heart ailments. Even when the heart can stand the strain it can cause such fatigue that the possible benefits are more than neutralized by the let-

down which follows. Exercycle on the other hand is controlled exercise. You can't overdo in the ten to fifteen minutes a day recommended.

## QUESTION – Can such passive exercise take off weight?

Answer—Beyond question. The increased circulation brought about by the machine's movements, burns up excess fat and carries off waste just as violent exercise does. In the back of the book you will find copies of letters, just a few of many, Exercycle users have written us about losing weight on Exercycle.

## QUESTION-Specifically-will Exercycle reduce a fat stomach?

ANSWER-Exercycle concentrates its action in the mid-section. It is the stomach muscles that first feel the gentle pull of Exercycle's passive exercise.

# QUESTION-What effect will Exercycle have on sluggish intestines?

ANSWER-Constipation, if it arises as it so often does from the inactivity of a seden-

tary life, is easy to overcome with Exercycle. The increased circulation caused by the gentle action of the machine increases metabolism and normalizes elimination.

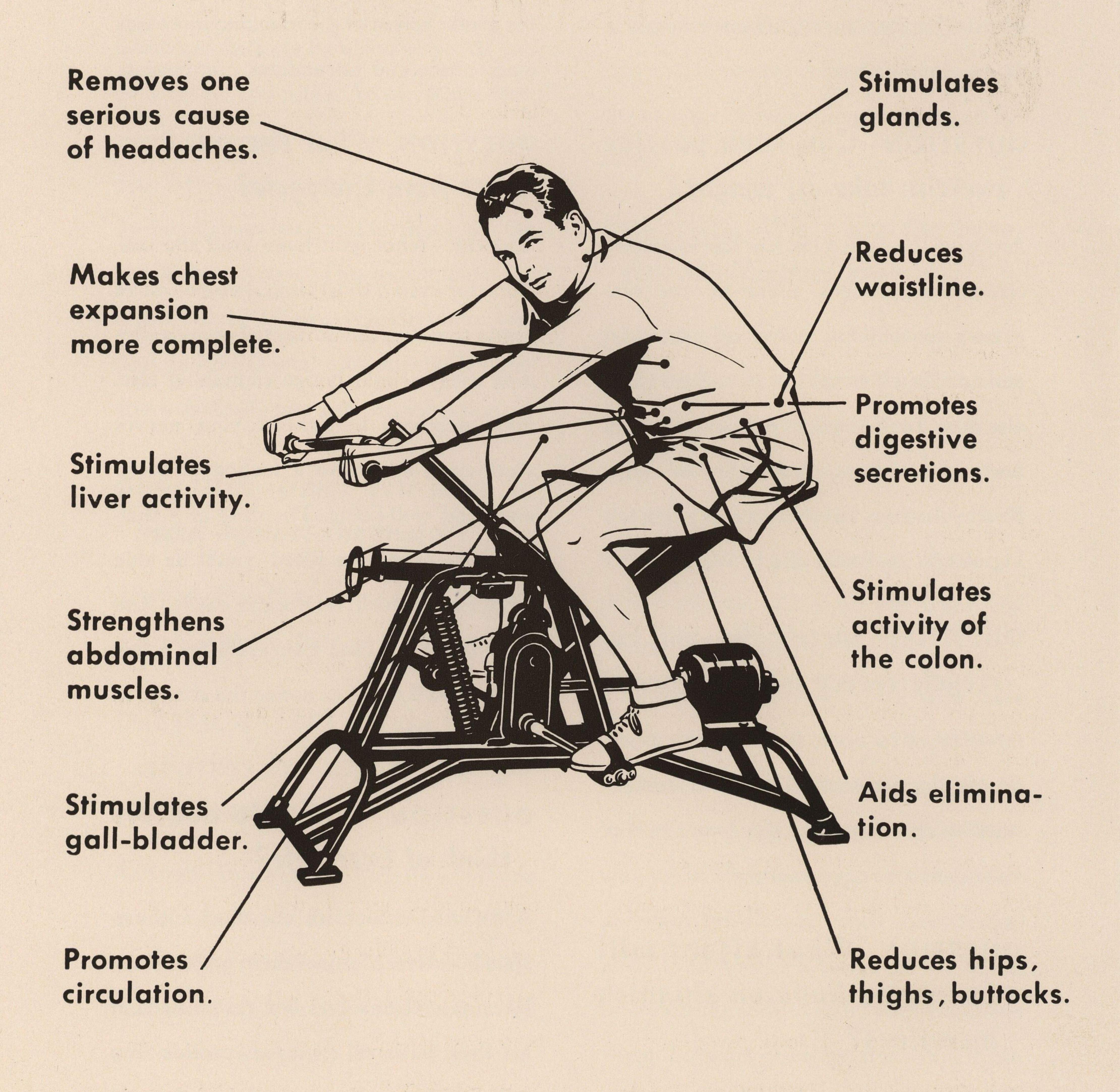
#### QUESTION-What else can I expect from Exercycle?

Answer—When you have used the machine for even a short time...before you've begun to notice the unwanted pounds slipping away—you'll notice something else. Your step will be lighter...your nerves steadier...you'll have a feeling of buoyancy and well-being. The drag of a sluggish system will be lifted—you'll be able to do better work, do it more easily. And after you have used Exercycle for a few weeks you'll begin to notice the change in your appearance.

## QUESTION – What do doctors think of Exercycle?

Answer-Doctors are our most enthusiastic boosters. Many of them not only use Exercycle themselves but recommend it for their patients, even for invalids. You will find letters from several of them in the back of the book.

#### WHAT EXERCYCLE DOES FOR YOUR BODY





# "AFTER-THIRTY" BEAUTY SECRETS

are enthusiastic Exercycle users. For reducing is only half of what Exercycle does for women. No corset can take the place of strong abdominal muscles. It is the muscular system alone that can be depended upon to keep organs in their proper place. Thus, when Exercycle concentrates on firming your abdominal muscles, it does more than improve your figure.

No beauty cream can give the glow to your skin and hair that good circulation will. A balanced diet provides your blood stream with healthful supplies for skin and hair. The blood flows through tiny capillaries, many of them no larger than silk threads. As we grow older, these cap-

illaries have a tendency to close up, thicken, prevent the blood from reaching skin and scalp. (That is why our hair and skin suffer as we age.) Exercycle's motion helps to wake up arteries and capillaries, to help the nourishing blood get through where it is needed. Thus, the daily use of Exercycle is really a beauty treatment.

And Exercycle is the easy, pleasant and HEALTHY way for women to reduce and keep thin. Doctors recommend it. It makes you feel and look better even before you begin to show weight loss. It takes little time, it entails no rigid diets or drugs.

Its motion is gentle—it has even been recommended for women who have recently gone through childbirth, for people with heart trouble, for invalids. Yet it gets amazing results. If you are in any doubt as to whether you should use Exercycle, we will be glad to give a demonstration to your doctor and let him make the decision.

## HOW PERMANENT IS REDUCING?

THE SAD PART about most reducing courses is that results are temporary.

Mrs. Jones loses fifteen pounds and looks ten years younger. But the course at the gym is over. The rigid diet Mrs. Jones endured for the sake of fast reducing becomes the next thing to starvation. She goes back to regular meals. She doesn't want to embarrass her hostess by refusing a cocktail before dinner. And, when the crowd stops at the diner in the small hours of the morning, she doesn't want to be the only one not eating...

So, slowly, the fifteen pound burden creeps back. It is almost impossible for Mrs. Jones to go back on the rigid diet

without the gym course to buoy her up.

And the gym course was expensive. So...

The advantage of Exercycle over other methods of reducing is that the initial cost is all you have to pay—Exercycle is yours ...a permanent solution to your reducing problem. You can use it every day, so can your family. It is completely silent and vibrationless and Exercycle carries the usual factory guarantee. It is finished in an attractive neutral shade that will blend with any wall color—it will not interfere with the decorative scheme of your bedroom. And Exercycle can be purchased on a convenient payment plan, if you prefer.

MINDFUL OF THE ETHICS of the medical profession, we have refrained from publishing physicians' names, but we shall be glad to show the original endorsements on request.

#### SALESOFFICES

EXERCYCLE COMPANY Boston, Mass. Park Square Building EXERCYCLE COMPANY Chicago, Ill. 53 West Jackson Boulevard EXERCYCLE COMPANY Houston, Texas 3223 Main Street EXERCYCLE COMPANY Los Angeles, Cal. 324 South La Brea Ave. EXERCYCLE COMPANY Miami Beach, Fla. 1654 Meridian Avenue EXERCYCLE COMPANY New York, N. Y. 2 East 54th Street EXERCYCLE COMPANY Oklahoma City, Okla. 1115 Classen Street EXERCYCLE COMPANY Philadelphia, Pa. 1700 Walnut Street EXERCYCLE COMPANY Park Building Pittsburgh, Pa. EXERCYCLE COMPANY San Francisco, Cal., 55 New Montgomery St. EXERCYCLE COMPANY Seattle, Wash., 941 White Henry Stuart Bldg. EXERCYCLE COMPANY Washington, D. C. 920-17th Street, N. W.

EXECUTIVE OFFICES

EXERCYCLE CORPORATION

240 Madison Avenue

New York, N. Y.

Exercycle Corporation, formerly Marlowe Products, Inc. 515 Madison Ave. New York, N.Y.

April 14,1937

Dear Mr. Marlowe;

The Exercycle which I have been using for the past three months has been extremely beneficial to me in giving me the right amount of exercise during the winter months when I am not playing golf. In fact it has been of such extreme benefit from the standpoint of taking off a few inches from my waistline together with the considerable increase in the peristalsis, that I do not feel that I could ever be without it even during the summer months. The exercise is so passive that I am not tired after fifteen to twenty minutes use and yet I have that warm glow that comes from more strenuous exercise.

I have tried every type of exercise contraption, I believe, that is known and my patience has been exhausted ordinarily at the end of one week. No auction room will find your Exercycle. I am deeply appreciative of your invention and am recommending it to many of my patients who are past the age when strenuous exercise should be indulged and they have certainly appreciated my efforts in persuading them to buy it.

Very sincerely yours,

4,0,

Mr. Byron Hendee c/o Exercycle Company 53 W. Jackson Blvd., Chicago, Illinois

Dear Mr. Hendee:

Several times I have intended writing you to tell you of our happiness, as well as of the beneficial results our Exercycle has given both my wife and I during the past few months. First of all, let me say we would not part with our machine for \$1,000 if it were not possible to purchase another.

For many years my wife suffered with terrific backaches. Xrays, massaging, heat lamps and manipulation of different kinds brought little relief and no cure. Until we purchased our Exercycle there seemed to be no permanent solution to our problem. However, I am most happy to say that after using the machine just 4 days brought her welcome relief and restfull nights. After 2 months of consistent use of the machine, she is now entirely free of all pain. In addition, the poor circulation in her limbs has been entirely corrected. Her elimination is now perfect. She removed 2 inches from her bust, 2 inches from her waistline and 3 inches from her hips in less than 90 days time. She now has a ruddy complexion and looks and feels 10 years younger.

As you know, I am an office man and sit for hours at a time which naturally affects a persons general constitution. For more than 25 years I have suffered with constipation. Thanks to Exercycle in four days time that problem was solved. I removed 2 inches of excess from my waistline in about 5 weeks time which I had carried for 10 years and believed I would continue to carry the rest of my days. Working nights as I do, I eat my heavy meal upon arising. For relieving that heavy, distressed feeling, I ride the machine about 15 minutes and never felt better in my life.

In conclusion, I will say that it was a happy day Exercycle came into our lives. We appreciate your personal interest in us and our problems, and again many thanks.

Sincerely,

FHB: j

February 16, 1938

Exercycle Corporation formerly Marlowe Equipment, Inc. 4401 Bronx Boulevard Bronx, N.Y.

Dear Sirs:

Will you please send a booklet showing your "EXERCYCLE" to the attached list of people.

They are so interested in mine. I wouldn't take any amount of money for it. It has reduced me thirty-four pounds. Dr. Sullivan (husband) thinks it is wonderful. Only improvement would be for it to revolve faster and to have the metal seat covered.

Very truly yours,

Elizabeth Rea Suelivan

(Mrs B. Raleigh Sullivan) 831 South Boulevard Lakeland 7 Larida.

Kew Gardens, L. I. April 19, 1939

Marlowe Equipment, Inc. 240 Madison Avenue New York City

Gentlemen:

It has been my experience in recent years that the average business shows little more than a casual interest in its customers after an article is bought and paid for. That is particularly true as applied to merchandise of a type that cannot be expected to repeat its sales frequently. In consequence the interest which you have displayed in helping us to solve the problem which presented itself in the use of our "Exercycle" stands out in strong and favorable contrast.

Both Mrs. Dauwalter and I regard "Exercycle" as the best investment in good health we have ever made. Various types of exercise which we had tried proved to be too strenuous, but we both feel that we have benefitted greatly as a result of our regular use of "Exercycle" during the past eight months.

If there is any charge for your recent service, we shall be glad to have you render your bill. In any event, I am confident that you have finally provided us with a satisfactory solution, and I want you to know that the interest which you have displayed is very much appreciated.

Yours very truly,

#### Postmarked New York BY THYRA SAMTER WINSLOW

This has been such a pleasant month in New York. hope it has been a nice month for you, too. Nothing y ry important happened, but there were so many nice ittle events—and maybe that is better than one or two bi ones.

Do you love dogs as much as I do? I always look Frward to the big dog show of the season in New York-th Westminster Kennel Club Show, which is held in Madison Square Garden—and every dog that is a dog is there or he n just hang his head in humiliation the rest of the year. with Pat Brown, who designs women's evening gown and Michael Drake, the actor. There were a few Pugs on

-pet of the previous generation. Boston Bulls seemed almost as dated. Remember when Wire-Haired Terriers were the most popular dogs in the show? Well, they've given way to Cockers. For the second year, My Own Brucie, a Cocker, was voted the best dog in the show.

The plays I liked best this month were "Claudia," based on Rose Franken's delightful stories, about a very young bride and her problems, and "Out of the Frying Pan," which was about the girls and boys who come to New York to go on the stage—and what happens to them after they get here. My favorite movies were "Arizona" and "Kitty Foyle." Did you

At the Rainbow Room, which is always a signpost to smart raiment, I noticed something which might interest you—all the girls who wore evening clothes had nothing on their hair. Last year there were little caps and bows and flowers. This year the hair is sleek—and left alone. Long bobs were prevalent, with a very few of the high-on-the-head coiffures. The Rainbow Room is one of the most attractive places in town, I think, with its panorama of the city, picked out in lights, to be seen out of its windows. If you're in New York you must go there once anyway, and if you feel you can't afford a full evening have dinner in the Rainbow Grill, which is not expensive. Or have tea or a cocktail in the Lounge. Same view, no matter where you sit.

Peggy and J. P. McEvoy were at the Hotel Pierre for a holiday. (They live in Hollywood.) They gave an "Old Acquaintance" party, with stars of the play of that name, lovely Peggy Wood and Jane Cowl, as honor guests. Peggy McEvoy and J. P. are both well-known writers and know everyone. Nedda Harrigan, who is in the new play, "Charley's Aunt," and is so lovely looking, was there, too. Nedda comes of a well-known theatrical family. Her father was Ned Harrigan and her brother, William Harrigan, played on Broadway last year. The late Walter Connelly was her husband. Carl

Van Doren, actor and lecturer, and his attractive wife were there, too. And a hundred others.

Too many parties! I was beginning to gain weight. Some of my friends had bought Exercycles. I was a bit dubious because in the past I've bought so many contraptions, only to discard them after a few days. But I had to do something. So I got an Exercycle. I love it! It works by electricity, you know. You plug it into a wall socket—and hop on. It's like riding a bicycle or cantering on a horse. And it does the work for you. Being the laziest person alive, I believe I have found my ideal exercise. Just hop on, pull a switch—and relax! I'm actually a little thinner already!

Speaking of fat, I went #5 the opening of a restaurant mer only spaghetti is and it is 't fattening spaghetti, they tell me, as it is made mostly of gluten flour. The restaurant is all mirrors and blue and silver wallpaper. And the spaghe ti is so good. The name of both the restaurant and the spaghetti is BUIT NI. And I got a special Buitoni recipi for you. Very simple. All you nee is six mediumsized onions (sliced) one package of spaghetti, 1/8 pound f butter and some freshly-grated cheef. Fry the onions in half the butter up I they are soft. Boil the spaghetti in sted-water until tender, rinse in cole water, return it to the pot, add the rest of the butter and the fried onions, a d serve with the grated cheese. This is called Spaghetti à la Suisse and likes a good supper—early or late—if erved with hamburgers and a lettuce and tomato or a green salad.

Bund's for Britain celebrated their first a hiversary with a very gay tea at the Waldorf. As nearly yore I know has been working for modes for Britain, we are all glad of enormous success the society has made during the year. It was started on its second year with appropriate speeches and songs.

One of New York's prettiest recent visitors was young Veronica Lake, now of Hollywood, formerly of Lake Placid, New York. Miss Lake has just finished "I Wanted Wings" and Paramount believes that she is one of their coming stars. She didn't even want to become an actress. She wanted to be a physician and finished nearly two

years of pre-medical work at McGill University. Then she went to Hollywood and a director asked her to go in pictures! She studied acting for a year and a half—and then went to see if he meant his offer. He did. And now, after her fourth picture, Veronica is on the way to success and stardom. When you see her, you'll know

Best wishes. Until next month,

Sincerely, Thyra Samter Winslow



TWO GREAT LADIES! Mrs. Wales Latham, founder of "Bundles for Britain," and the President's mother, Mrs. James Roosevelt, at "Bundles" first anniversary party.



FOR LAZY GIRLS who want to reduce, the author highly recommends this "Exercycle."

# 14 South EXERCISES

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