

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 you—entirely without effort on your part.

QUESTION—That surely sounds effortless but how do you get any exercise?

ANSWER—In the same way that you are exercised when you ride a horse. Horseback 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-