

## 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.