

# Why Stauffer gets results when most reducing methods fail

Never before have women been offered so many ways to shed weight. They range from reducing candies to vibrating pillows, from crash diets to electric "shock" machines.

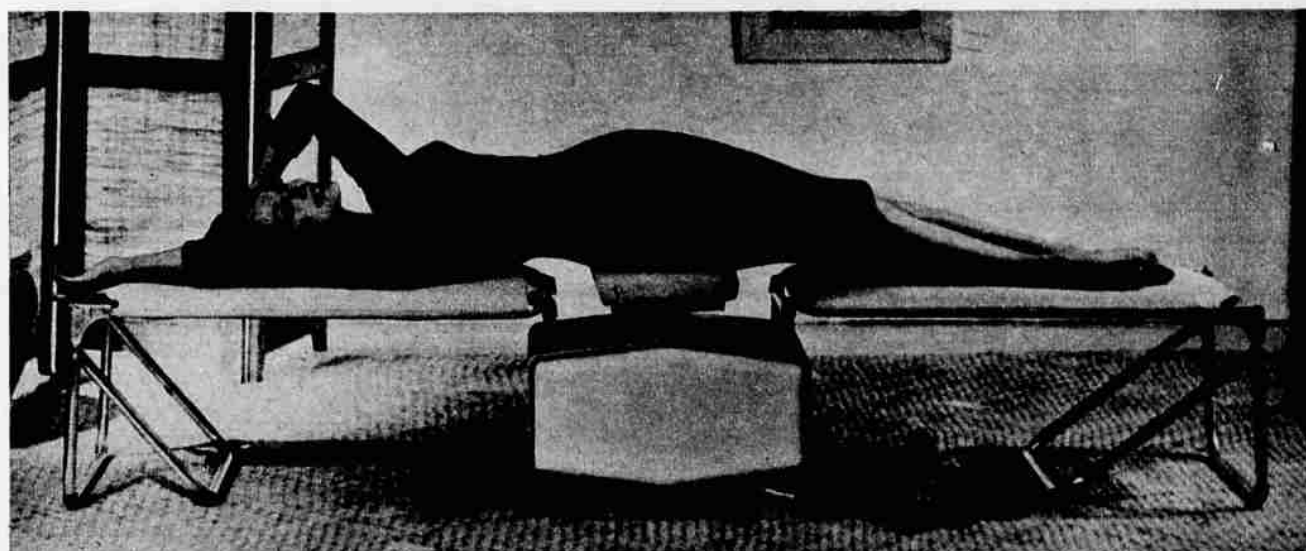
Do all these things really work? If you've tried different times to reduce...if the results haven't lived up to your hopes...you *know* some methods don't do the job, at least for you.

So how can you be *sure* of results? Which method holds the most certain promise of new figure beauty and the happiness that goes with it?

The sensible thing is to compare reducing methods before starting. When you do, you'll find that one stands out in getting results: Stauffer Home Reducing Plan.

Stauffer outsells all others and has an unmatched record of success. Stauffer doesn't promise to reduce you overnight (nothing can). But, as over five million women know, the Stauffer principle *does* do the job.

Exactly what is the Stauffer Home Reducing Plan? How does it differ from all others? Read on.



The "Magic Couch" is the heart of the Stauffer Home Plan. It is a handsome motorized couch, light in weight, easily stored. Developed by Mr. B. H. Stauffer, it is sold only with the complete Stauffer Plan. "Look-alike" couches have imi-

tated its appearance, but are far from alike in results. Most are mere vibrators which can't provide real exercise. The Magic Couch has a controlled, rhythmic motion, giving the thorough, deep-down exercise you need to help reduce.



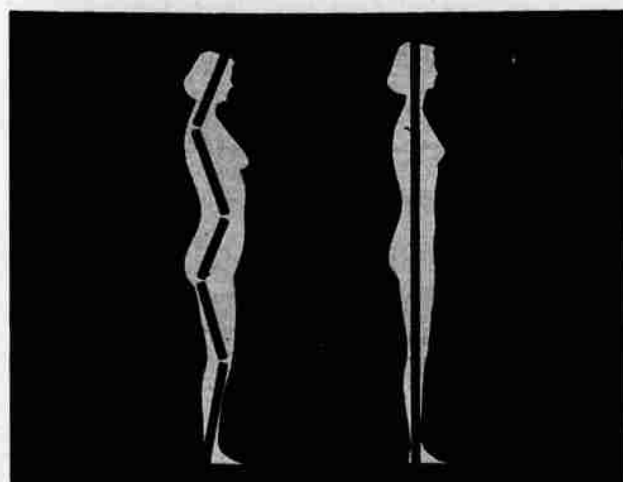
**Exercise without effort** is yours with the Magic Couch. You relax, the couch does the work! With a gentle, pleasant motion, it helps trim inches off waist, thighs, hips... wherever you say. No more violent "workouts"! With Stauffer, you get the necessary exercise, but get it the easy way.



**No need to starve.** That's the painful way to reduce, and not the best way. Besides taxing your willpower, a "starvation" diet often takes weight off in the wrong places. Stauffer Home Plan includes *sensible* caloric reduction. This, with the Magic Couch, trims extra pounds evenly.



**Lose where you need to lose.** The Magic Couch (Posture-Rest®) adjusts to many positions, lets you concentrate on any "problem area." (There's even a position for ankles!) While helping to slim you, the Magic Couch also firms you. Unlike many reducing methods, it tones up muscles.



**Beautiful posture** is a "must" to figure beauty, yet most reducing methods largely ignore it. The Stauffer Home Plan helps restore the "line of beauty" (above, right) for a balanced posture, new poise and grace. Also, while on the unit, circulation is stimulated, your tensions relaxed.



**Personal guidance.** When you start with Stauffer, a highly trained counselor calls at your home—analyzing your figure and tailoring a program to your unique needs. She calls back often (without charge) to check your progress. Most plans offer no guidance—after you buy, you're "on your own."



**5 million women** have reduced the Stauffer way—proof that Stauffer is unchallenged in getting results. Above, left, is Janice Peterson of Jamestown, N. D., as she looked "before Stauffer." At right is Janice "after Stauffer." Much lovelier and happier, 48 pounds less, and newly married!

**New price—lowest ever.** Now the famous Magic Couch is also available in the beautiful new Princess model. You can have all the benefits of the *complete* Stauffer Home Plan at the lowest price in history.

**If you are overweight...**if you've tried other reducing methods without results...now is the time for Stauffer. No other method ever helped so many women get results and win happier, richer lives for themselves.

**Why risk disappointment?** You can be confident of results with Stauffer, the complete and scientific way to reduce. For more information, write to Dept. FW-69, 1500 North Ogden, Chicago 10, Illinois.