

and now... "INSTANT EXERCISE!"

Get the slimmer, stronger body you want with a fabulous new minute-a-day short-cut developed and proved out by a leading coach



GEORGIA BEAUTY

Cecilia Upton recently put an extra inch on her bust measurement and trimmed down her thighs in just 17 days with Dr. Donald Salls' almost effortless, minute-a-day "static exercises."

IMAGINE a 6-second exercise that helps keep you fit better than 24 push-ups! Or, another that's capable of doubling muscular strength in 3 weeks!

Both these "quickie" exercises are part of a fantastically simple body-building method developed by Alabama fitness expert and athletic coach, Dr. Donald J. Salls. His own trim physique, his family's vigorous health and the nail-hard brawn of his teams are dramatic proof of the results he gets — not to mention the steady stream of reports coming in from housewives, athletes, even school children who have discovered Dr. Salls' remarkable "static exercises."

Most Americans find exercise a tedious chore. Yet we all recognize the urgent personal and social needs for keeping our bodies strong, shapely and healthy. What man wouldn't take secret pride in displaying a more muscular figure? What woman doesn't long to trade in those flabby spots for a slimmer, more attractive figure?

The endless time and trouble required to get such results has been a major, if not impossible, hurdle for so many of us. But now doctors, trainers and physical educators are beginning to recommend the easy new approach to body fitness and weight control that Dr. Salls has distilled down to his wonderfully simple set of 10 exercises.

Each of Dr. Salls' exercises take only 6 seconds. All total just 1 minute per day. And you can do most of these "static exercises" almost anywhere—at work, waiting for a bus, while shaving in the morning. No special equipment is required. There's no special exertion, not even heavy breathing!

"Research shows that the right kind of exercise is much more important than *how much* you take," points out Dr. Salls. And there's overwhelming evidence that *his* kind of exercise is the *right* kind. The revolutionary principle he's applying has the impressive support of such institutions as New York University as well as leading physiologists, physical educators, Olympic stars, fashion models and scores of professional athletes.

Time Magazine, Reader's Digest, newspapers and scientific journals have started to call nationwide attention to the exciting concept behind Dr. Salls' minute-a-day "static exercises." One leading university recently published a bulletin stating: "This new method brings together all the known scientific facts of strength development and body mechanics. It is scientifically proven and a very rapid way of developing super strength."

MORNING STRETCH

for Dr. Salls, former Alabama football star, and his family is limited to his ten 6-second exercises. Yet this remarkably easy new routine keeps them in better condition than the tedious, old-fashioned "daily dozen."



It all started when a European scientist tied down one leg of a frog in a laboratory experiment. Later inspection revealed that the tied leg grew stronger than the free leg — because of what physiologists call isometric tension. The same principle then was applied to the human body. Within days, specialized tension exercises of a few seconds duration each were found to greatly increase muscular strength, firm up flabby areas, even improve bust profile and general posture. As word spread, the method became a widely held professional secret among fitness experts.

Then Dr. Salls perfected his set of "10 static exercises in 1 minute"—his XXSIM Program — built on this quick, almost effortless approach.

Results have been surprising. For example:

Mrs. Ariand Carter, Ft. Payne housewife, reports that in 14 days Dr. Salls' exercises took $\frac{1}{4}$ of an inch off her calfs, 1 inch off her thighs, 2 inches off her waist and increased her bust measurement $\frac{1}{4}$ of an inch.

E. V. Newman, a supervisor of physical education in Alabama, writes that "after 3 weeks of isometric exercises one of my students increased his ability to press (lift) from 160 pounds to 240 pounds."

J. B. Hammett, a Jacksonville service station operator, states that Dr. Salls' "static exercises" have allowed him to take $3\frac{1}{2}$ inches off his waistline, trim down to a youthful $30\frac{1}{2}$ inch girth in less than 10 weeks.

In short, Dr. Salls offers followers of his "10 static exercises in 1 minute":

stronger, firmer muscles • slimmer waist, thighs, calfs, forearms, neck • increased bust development for women better muscular tone and coordination • improved posture, stronger back • greater muscular endurance.

Results are controlled primarily by the individual's own ideas of how far he or she desires to carry body building. If a man wants to have bulging weight-lifter's arms and shoulders, he simply concentrates more on certain of Dr. Salls' exercises. If a housewife seeks a more shapely midriff, a few weeks with several of the 6-second workouts usually will bring the desired results.

Now you — and your children, too — can have stronger, slimmer, healthier bodies without either the strain or boredom of old-fashioned exercises. Dr. Salls will send a full set of his instructions, complete with illustrations, to interested readers who use the coupon on this page. Remember! *These exercises are different: they take you just 6 seconds each!*

LIMITED OFFER TO READERS

SET OF 10 EXERCISES ONLY \$2... MONEY-BACK GUARANTEE

MAIL TODAY TO: Dr. Donald J. Salls Foundation
P.O. Box 392; Anniston, Alabama

Please send me _____ sets of illustrated instructions on your 10 Static Exercises in 1 Minute, in plain envelope, at \$2 per set. \$ _____ is enclosed. I understand that if I'm not more than satisfied after a 3-week trial, I can return these instructions immediately for a full refund.

NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____

(Sorry! No stamps or C.O.D. orders accepted)