

DEFEAT THE EFFECTS OF **STRESS** AND THE DEADLY DAMAGE IT DOES YOUR HEART

THIS BOOK TELLS YOU . . .

How stress can cause stomach ailments, backaches, nervous headache, excessive fatigue, high blood pressure, symptoms of appendicitis, gall bladder trouble and other dangerous conditions—in addition to putting you in constant danger from heart attack

Why anyone who "feels badly" without any specific illness should search his life for signs of inward-striking stress

How to recognize the stress situations in your own life

How to tune-down when your nerves are jangling

The way to relax your muscles and take away a great deal of strain and fatigue

Five simple ways to relieve your tensions when you sit at a desk. (It usually isn't work that tires out the tired executive; it's the stress he builds up without relieving it.)

How to grow old gracefully and really enjoy life no matter how old you are

The six major steps to a longer life

The fine art of "blowing off steam" when you are angry—without hurting yourself or anyone else

Why housewives generally enjoy better health than businesswomen

Sure and simple ways to get to sleep and sleep peacefully

The truth about alcohol and stress

The wonderful exercise that relaxes all the muscles in your jaw and throat

The way to recognize a stress-blind personality; the kind who will "go along on his nerves" until he meets a health disaster

How to know many bad stress inducers that often are not recognized—and therefore are all the more dangerous

How to choose the right kind of recreation for yourself

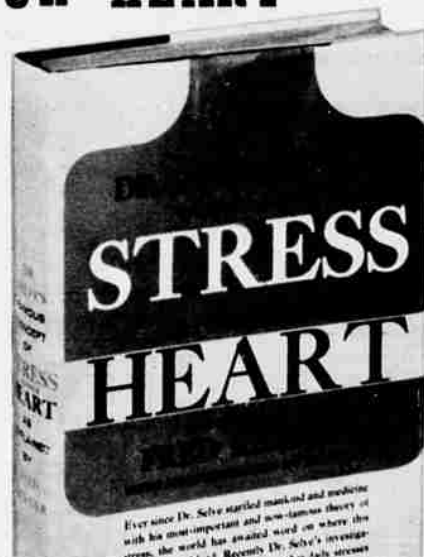
Why you are likely to live longer if you do your work well

The secret of smoothing-out troubles you cannot avoid

Why heart trouble now affects more young people than it used to

Dr. Selye's own secret of relaxation that gives him great reserves of extra strength

All these are only a hint of the wonderful, life-long help you get in Dr. Selye's book.



STRESS AND YOUR HEART tells how to guard your heart, body, and mind against the dangerous effects of Emotional Stress. Gain increased health, vigor, and peace of mind.

Dr. Hans Selye's famous concept of the part that everyday stress plays in destroying the human machine created one of the greatest upheavals of medical thinking in this century.

British Medical Journal said:

"No theory in living memory has stimulated research to such an extent."

Most of us, when we think of stress, think only of the muscular strain and tiredness caused by exercise. The fact is that you may also suffer from a far more subtle and dangerous form of stress that is caused by your own life-conditioning, by the people around you, and by the way you take care of your affairs! This form of stress actually works through your emotions.

As Dr. Selye points out in **STRESS AND YOUR HEART**: A germ or a virus comes into your body from outside; but stress is the hidden enemy that attacks from within. Heart, kidneys, liver, pancreas, muscles, mind . . . stress is the destructive agent that affects them all.

For the first time in complete book form, you can read Dr. Selye's tested, simple method for restoring your health and strength and building a great, natural bulwark against disease of any kind.

Medical journals and the public press report a new, growing concern with tensions caused by the pace, complexity and pressures of today's living. Doctors know how important it is for you to keep calm, how much better you can feel, and how much happier you can be.

It's not enough to know that you should relax. That may be easier said than done. You may need the expert help that's available in Dr. Selye's method as he describes it in easily understood detail in **STRESS AND YOUR HEART**.

The destructive effects of stress are too well-known, too frequent to be ignored. This book beyond price can teach you to live better, live longer.

STRESS AND YOUR HEART, THE BOOK THAT CAN HELP MULTIPLY THE BEST YEARS OF YOUR LIFE . . .

Dr. Selye not only tells how to recognize the situations and symptoms that are the source of stress, he suggests simple, tested, effective ways for you to shield your emotions against its insidious effects. You may already be aware of emotional reactions that do you no good, that help nobody, that may do you great and irreparable harm. Now you can do something about it . . . to help you live longer, live better!

100% MONEY-BACK GUARANTEE

STRESS AND YOUR HEART may well be the most valuable book you have ever read, and we are sure you'll recognize and appreciate how much it can do for you. **ORDER YOUR COPY TODAY.** Pay only \$4.95 . . . we pay all postage-shipping charges. If you are not 100% satisfied for any reason return the book within 10 days for full refund of the purchase price.

A DISTINGUISHED DOCTOR AND AUTHOR

Dr. Hans Selye studied medicine and chemistry in Prague, Paris and Rome. He has been a Rockefeller Research Fellow at John Hopkins University and at McGill University, has been Expert Consultant to the Surgeon General of the U. S. Army, and is now Professor and Director of the Institute of Experimental Medicine and Surgery at the University of Montreal.

A full listing of Dr. Selye's world-wide activities, honors and awards is given in his book. This list fills 8 pages. Dr. Selye is also the author of several books on various aspects of medicine, and many articles. His works have been translated into 8 languages. Dr. Selye lives quietly in Montreal, puts in many hours daily in his laboratory—but always gets home to have dinner with his family and never takes his work home with him.

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Let us send you a copy of *Stress and Your Heart* to read and use for Thirty Days Free. Then if you don't agree that it is by far the finest, sanest, most helpful book on the subject you've ever seen, simply send it back and pay nothing.

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Enclosed find \$1.95 for which also send me **EAT TO YOUR HEART'S CONTENT** by Dr. H. M. White, the theory and practice of eating and cooking to avoid coronary heart disease by a famous medical research specialist. Included are special recipes and menus. Same return privilege as above.

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