

The Simplex Developer



Seven Cross Street
Auburn, R. I.

(This "form letter" means more to you than)
(any "personally conducted" you ever read.)

Dear Sir:

How would it seem to be able to meet any man, no matter how big, face to face, and feel that you were the better man?

What would you give to enlarge your arms an inch or two with iron muscle?--broaden your shoulders a few inches?--enlarge your chest? --take the Adam's apple out of your neck or the fat jowls off your cheeks?

What would you give to bring your weight to normal--a lithesome supple proportion that others would admire?--to make your appetite finniky-proof?--to sleep like a top from the time you cuddled in under the comforters till daylight?

If you had all these good things that go with perfect health and strength would you exchange, for any price, places with with the sickly, ailing, feeble invalid?

HEALTH IS PRICELESS !

You're a man. You have mingled with men. You know men--and you know that the strongly-sexed, magnetic, virile man, the one with superb strength showing in his stride, his posture, his glance, his every movement, is the one that commands your respect and admiration.

From the day of the hairy-skinned cliff-dweller to the bald-headed club-man, strength has dominated. The strong man is looked up to. His opinions are respected where the weak man's are discarded.

Go through the personnel of the United States Senate or Congress. Take any body of men who have climbed up in the world by their own efforts. Aren't they physically as well as mentally strong?

Only now and then does a weak man get to the top. And yet the weak men outnumber the strong ten to one.

Did you ever think of that?

NO ONE FEARS A WEAK MAN

The weak man is handicapped. He has to overcome obstacles on the path to success and fortune and love which never confront the man of physical prowess. The weak man's reasons or objections are not considered. Strength is the master. Physical strength is active power--and YOU want more of it.

S/B

Now you can get it!

As you probably know, body development has been lifted out of the bruiser style of training. Today it is a scientific course of physical growth based upon known biological laws--and any normal man can obtain masterful power by following these existing laws.

One of these laws is that strength develops strength, and weakness develops weakness.

You see this law carried out by the woman who carries a child that would tax a man's strength. She can easily do it, because she carried it every day while it was becoming heavier. You see it in the case of the invalid who constantly loses strength because he does not use what he has.

THE SECRET OF STRENGTH

I have noticed that in all cases where real strength had been developed, it had come from gradually increasing the task. In school the strength of the mind was developed by increasing the difficulty of the lessons. In gymnasiums, strength of body is developed by increasing the difficulty of the exercise.

Working upon this law of nature, I originated the Great Simplex System of Mind and Body Culture--a system of twelve easy lessons that develops will-power at the same time it develops muscle--a system that produces superb strength through muscular taxation and rhythmic movement--a system that takes the hump out of your back bone and puts real ginger in.

I found that by beginning exercises with small hollow dumbbells of about two pounds, which could be gradually increased in weight by dropping in shot or other weight, that nature would stimulate the cells and build tissue of the finest quality to meet the expected increase in weight. And by strengthening the vital organs first, the vigor of youth was established and maintained.

Then by heeding the physiological and psychological principle of growth plateaus--or in simpler words, by inserting rest intervals--there was produced a permanent and lasting improvement as remarkable as it was true.

MAKE YOURSELF OVER

In all, the Simplex System, I believe will make a new man of you, no matter what your age or condition, (provided you are not a chronic invalid) if you will follow the simple rules and exercises I have clearly laid out for you in my complete course of twelve easily-learned lessons, if practised with the Simplex Hollow Bells.

I guarantee that your whole physical appearance will be changed in three months, and that you will feel like a new man in three weeks. I promise that you will possess a vigor, a commanding power of which you are unaware. You will take pleasure in your day's work. Life will be full of fun and good times.

S/B

This system does not make you give up any of your present comforts. You do not have to attend a gymnasium to get the benefit. Right in your own bed-room, every morning or evening, you can develop a strength that will amaze you. You make no changes in your daily living. There is nothing to buy. Simply follow the system as laid out for your guidance.

It is the only system with the goal in view. When the bells are full, you have tremendous strength. Jobs above you will seem easy of attainment. You will have the first requisite of success--good health.

LIFE INSURANCE--PLUS!

Surely, 'tis better to invest in something from which you can reap dividends every day, than in something which you have to die for to win.

The price of the Simplex System--complete--is \$20; but what is that, when invested in health, strength, promotion, life?

--but if you order right now, I'll send you the complete system for \$10 without the bells. With the Simplex bells, \$12.00. If your check accompanies order, I'll give you the bells FREE! Of course, if you are dissatisfied at any time you get your money back AT ONCE.

Big men, busy fellows who have no time for fooling, they pay the price and get the Complete Simplex System of Mind and Body Culture with the Simplex Hollow Dumbbells. You're that way. You want the whole thing--and you want results.

So, if you can't stand the pace as you used to--if you're face is losing it's old-time smile, slip your check for \$10 in the enclosed addressed envelope and get the bells free. It's money you'll get back quick. The best little buy of your health career!

You are discriminating. You make up your mind. You know what's worth while. You write out your check. You start on the road to abundant health and glorious strength today. Mail your order NOW!

Yours for health and strength,

Simplex

S/B