

# FROM 4 PACKS A DAY TO ZERO, IN 4 HOURS!

**And he hasn't touched a cigarette again in 6 years!**

This is just *one* case history out of many in a revolutionary new book published by the Reader's Digest Press!

This book does not promise you, of course, that YOU will be able to duplicate this speed.

*But it does promise you this:*

## **YOU CAN QUIT SMOKING IN 14 DAYS!**

No matter how long or how much you've smoked. No matter how many times you've tried to stop before!

Once again, this book is published by the Reader's Digest Press, because they consider this book so vitally important for your health—especially if you have tried to quit smoking before, and:

- have suffered horrendous withdrawal symptoms!
- started to put on weight, or turn to alcohol!
- found yourself overwhelmed by tension, or your "will power" cracking after one or two weeks of sheer torture!
- still had to "fight off the craving" months and even years after you had "sworn off" the habit...until finally it took over your life and your health once more—even more powerful, and more deadly, and more disgusting than before!

**And Let Us Repeat This Fact: 14 Days Is The Outside Limit It Will Take You To Stop Smoking With This Book ... Or It Costs You Nothing!**

What is the *minimum* time you can expect? The documented case history summarized in the headline above: *From 4 packs a day to ZERO, in 4 hours... without touching a cigarette again, in the past 6 years!*

This is just one case history, reported to you on page 88 of this revolutionary new book. It is by no means unique. The book does not promise you, of course, that YOU will be able to duplicate this speed. But it does promise you this:

**14 DAYS IS THE OUTSIDE LIMIT IT WILL TAKE YOU TO STOP SMOKING WITH THIS BOOK...OR IT COSTS YOU NOTHING!**

14 days! 14 short days! 14 incredibly rewarding days! Two tiny weeks to the new freedom, the new health, the new vitality you have been dreaming about for years!

You can quit smoking in 14 days! All you have to do is reach out your hand for this help to do it!

## **Why? Because This Book Gives You NEW METHODS That May Startle Even The Most Sophisticated Smoker!**

We are not going to describe these methods in this ad. You must study them yourself to realize their full power. But we will say this: **ONE BRIEF HOUR WITH THIS BOOK—before you start to stop—WILL CONVINCE YOU OF ITS OVERWHELMING POWER!**

When you learn—on page 7—that it does not take will power to quit cigarettes!

When you learn—only a few minutes later—that the very difficulty you have had getting off cigarettes before, may be the greatest weapon you have working for you from this moment on!

**"Every smoker who wants to quit ought to try the excellent method in this book. It provides a unique and practical step-by-step plan that carries the smoker painlessly to a happy, smoke-free-life."**

**Donald T. Fredrickson, M.D.  
Project Director,  
Inter-Society Commission  
for Heart Disease Resources**

## **IF YOU READ NOTHING ELSE, READ THIS:**

**"In this book, the millions of Americans who want to stop smoking have a sound plan, based on medical and scientific experience and research. The re-learning approach, on which this is based, has already proved effective for thousands of ex-smokers. Every cigarette smoker who wants to quit could be helped enormously by following the advice of this excellent book."**

**American Cancer Society  
Luther L. Terry, M.D.  
former U.S. Surgeon General**

When you realize with joy—on page 15—that now "giving up this stabilized habit (irrespective of how addicted, how defeated, how discouraged you may feel, or how many times you have previously tried to stop) involves no physical withdrawal symptoms!"

Read that sentence again:

**"... involves no physical withdrawal symptoms!"**

And then read this sentence:

**"Acute craving begins to subside after only a few days!"**

And this:

**"You don't have to program yourself for a period of horrible discomfort!"**

And this:

**"Many people actually lose weight when they give up cigarettes!"**

And this:

**"If you suffer a lapse, this book puts you back on the non-smoker's track without pangs of guilt!"**

And this:

**"If you really enjoy smoking and regard it as a reward, it will be easy for you to find a substitute (this way)... People like you never seriously miss cigarettes."**

And—above all—read this:

**"...no matter how long or how much you've been smoking cigarettes, when you stop, your body immediately begins to repair damaged cells and tissues. The numerous abnormal cells, which are probably precancerous, found in the lungs and throats of smokers, begin to change back to normal cells when the smoking stops!"**

**This Is What This Book Offers You!  
YOU CAN PROVE IT ALL—GAIN  
IT ALL—IN JUST 14 SHORT DAYS!**

Our guarantee is simple: you stop smoking in a maximum of 14

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13490 N.W. 45th Ave., Opa Locka, Fla. 33059**



days ... or you get every cent of your money back!

There is nothing else to say. You know what you risk if you keep on smoking. You now know what you can get rid of—for good—in just 14 days if this book works!

Why not send for it ... today!

## **ONE LAST WORD:**

If you smoke two packs a day, it now costs you \$400 a year to support your habit.

That's for the cigarettes alone. It doesn't include extra insurance premiums ... or doctor and perhaps hospital bills.

Would you like to save every cent of that money ... for good? The coupon could very well do it for you!

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## **— MAIL NO RISK COUPON TODAY! —**

**IMPROVEMENT BOOKS CO., Dept. 8658  
13490 N.W. 45th Ave., Opa Locka, Fla. 33059**

Gentlemen: Please rush me a copy of **YOU CAN QUIT SMOKING IN 14 DAYS**, #80152, by Walter S. Ross! I enclose \$6.98 in full payment. In addition, I understand that I may examine this book for a full 30 days entirely at your risk or money back.

Enclosed is check or M.O. for \$\_\_\_\_\_

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