

Now just flip a switch in your own home and

Stop Smoking In 36 Days — or pay nothing

Amazingly simple concept turns you into a happy non-smoker. Permanently. NO weight gain or discomfort! NO hypnosis! NO drugs! NO pills! NO mechanical devices! NO scare tactics! NO meetings or embarrassing group therapy sessions!

If you've been looking for a 'miracle' to help you stop smoking easily, pleasantly, permanently - we think we have what you need.

After years of painstaking research in the United States and England, a team of professional researchers - many former heavy smokers themselves - have developed I-WON (International Winners Over Nicotine), an amazing proved successful concept that **guarantees to end your dependence on tobacco in 36 days or it costs you nothing.**

It makes no difference why you smoke . . . what you smoke . . . how much you smoke . . . how long you've smoked . . . or how many times you tried to give up smoking and failed.

This is our promise to you:

Use the I-WON system for just one week and you will cut your smoking by 20-25%. In just 36 days you will stop smoking completely. And permanently. While you use the I-WON technique you'll never have the need or desire to smoke again.

During the 36 days you can smoke as much as you want . . . as often as you want . . . as long as you want. With I-WON you are never deprived of any tobacco. You're never nervous, irritable, uncomfortable from nicotine withdrawal.

Instead you eliminate your dependence on tobacco through an ingenious process of change in your own attitude. You stop smoking because you no longer want or need to. And you'll be amazed at how easy and pleasant it is.

The Startling Secret Behind I-WON's Astonishing Effectiveness

The I-WON method is NOT a medical or scare program; it does NOT depend on hypnosis, group therapy, or psychoanalysis. Rather, it attacks your three additions: **Pharmacological** (chemical addition to nicotine) . . . **Psychological** (your need or craving for tobacco) . . . and **Physical** (oral gratification, handling the cigarette, etc.).

I-WON works because we know what help you need and how to supply it. Everyone at I-WON is a former smoker who stopped, free of all desire to smoke, by using the same knowledge and techniques that you will learn and apply.

Through I-WON you discover why you *really* smoke . . . how to overcome your hidden fear of what happens when you stop smoking . . . and simple self-directed techniques that eliminate the need.

Unlike other programs that are tedious, discomforting, time-consuming - the I-WON method requires little time, is easy to follow, and **fun**. It produces minor but refreshing little changes in your daily routine so within 36 days you stop smoking completely, and never want to smoke again.

A Personal, Scientific, Easy, Guaranteed Method You Use at Home

Best of all, you don't have to go anywhere. . . meet in a group . . . pay inflated prices, (\$250 for seminars or as much as \$400 for the much-publicized but not nearly as effective "Aversion Therapy" technique).

You do it yourself, in the privacy of your own home.

The guaranteed I-WON system comes to you in your own carefully-sealed, 15-piece personal use kit. It consists of ten separate and progressively numbered guidance sessions recorded on standard tape cassettes . . . PLUS a packet of sealed and similarly numbered envelopes that correspond to the original recordings.

These elements carry you through a series of simple, copyrighted steps that practically assure you of becoming a *permanent*, unchangeable non-smoker in 36 days.

Proof That I-WON Works

Since its inception nearly three years ago, I-WON has had an 88% success record. Hundreds of letters in our files testify as to its effectiveness. Here's what a few of them say:

"I believe this is the best smoke cessation program available. My friends and relatives are amazed that I stopped smoking with ease."

-- Miss G.W. (nurse) - smoked 22 years, 40 cigarettes a day

"I'm better off financially. With the money I've saved, I've bought a color TV."

-- Mr. G.T. (student) - smoked 9 years, two packs of cigarettes a day.

"I stopped with remarkable ease . . . gave up an expensive, filthy habit after 50 years. I feel so much better."

-- Mr. H.A. (accountant) - smoked 50 cigarettes a day for 52 years.

"Delighted . . . I feel so much better."

-- Mr. B.L. (lawyer) - smoked for 31 years - 55 cigarettes a day

"After 7 months I'm still surprised I don't smoke and don't feel irritable. My husband says I'm a lot happier too."

-- Mrs. S.S. (clerk) - smoked for 9 years, 30 cigarettes a day

Life Long Rewards

Giving up smoking is in itself rewarding. But that's not all. You'll be astonished at how much better your food tastes . . . how much better you sleep . . . how much extra cash for luxuries you'll have . . . how much more alert, energetic, healthy you'll be.

And no more embarrassing incidents, like burning holes in furniture, linen, clothes . . . turning someone off with bad breath . . . suffering from shortness of breath or hacking smoker's cough.

Try I-WON Without Risk

Simple as I-WON is, it's impossible to fully explain the technique here. To understand how it can change you into a confirmed non-smoker with such astonishing ease, you must put this system to actual use. That's why we make this **GUARANTEE**.

I-WON's AMAZING NO-RISK GUARANTEE

Phone or mail in your order **today**. When your I-WON Kit arrives, examine and use it. If at any time you are not happy with it . . . or if you do not completely give up smoking on the 36th day . . . just send the Kit back. I-WON will refund your \$79.95 purchase price plus your \$3.50 handling and insured delivery charge immediately and without question. **And that's an iron-clad guarantee!**

So act today. You have nothing to lose, and almost certainly priceless new freedom, health, satisfaction to gain.

Mail Check I-WON 859 A Sunrise Hwy.

To: Babylon, New York 11702

For Prompt Delivery on Credit Card Orders
CALL TOLL FREE NUMBER

Operators on duty round the clock

800-621-5809

Illinois

800-972-5858

I-WON INC. SN1/79

859 A Sunrise Hwy., Babylon, N.Y. 11702

YES! I want to stop smoking once and for all. Please rush me the I-WON Kit at 79.95 plus \$3.50 for handling and insured delivery. If I do not stop smoking completely on the 36th day, I may return all materials for a prompt and complete refund with no questions asked.

CHECK METHOD OF PAYMENT

Check or money-order enclosed.
(N.Y. residents add 7% sales tax)

Charge my Master Charge VISA

Card # _____

Interbank # _____ Exp. Date _____

Signature _____

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____