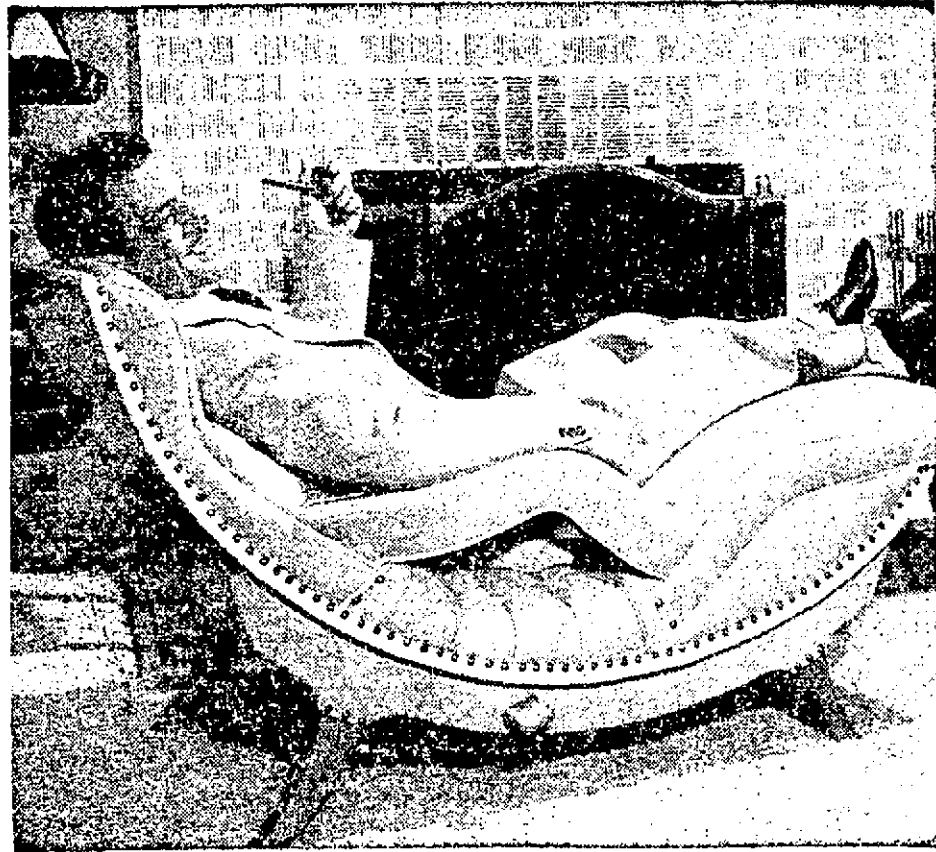


NOW . . . for the first time YOU CAN SIT, RECLINE OR SLEEP in the comfort you've longed for . . . the beauty you demand . . .



FACTORY DEMONSTRATION

TUESDAY and WEDNESDAY

March 15th

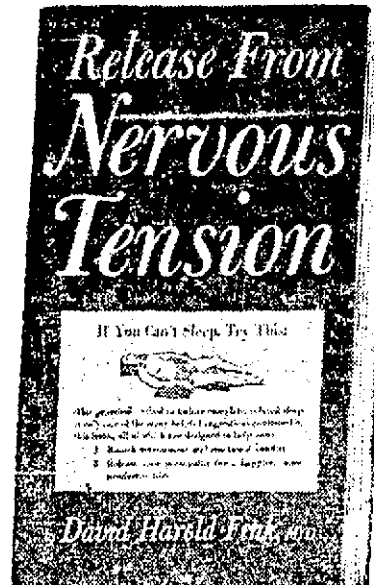
March 16th

9 A. M. to 9 P. M.

The Book (Your Contour Lounge Chair) is Dr. Fink's endorsement of the Contour Chair Lounge

Contents:

1. Dr. Fink, world's famous psychiatrist, tells you in plain, simple language the easy way to find release from nervous tension.
 2. He uses the Contour Chair Lounge in his daily practice to help troubled people learn to relax.
 3. Peace of mind begins in a relaxed and healthy body. Nervous tension can make you sick. Relaxation—letting go a little—is healing.
- Using the Contour Chair Lounge, he says, is good for the nerves and good for you.



World's Only True
CONTOUR CHAIR LOUNGE

1. Contours the Body Scientifically.
2. Tilts the Entire Body to 6 different Inclined Positions.

ENDORSED BY

DR. DAVID HAROLD FINK

Widely read author whose book 'RELEASE FROM NERVOUS TENSION'—published by Simon & Schuster—has been one of the best non-fiction ever printed. Over 300,000 copies have been sold. . . . Printed in English and six foreign languages. Know what this authority has to say about the chair.

Here's what the amazing, new Contour Chair Lounge will do for you: DOCTORS, HOME OWNERS, SCIENTIFIC MEN, HOSPITAL AND INSTITUTIONS, ARE ACQUIRING CONTOUR CHAIR LOUNGES BECAUSE:

1. They respect Dr. Fink's endorsement of the Contour Chair Lounge and his teachings.
2. Protects and helps correct posture.
3. Takes the load off the heart.
4. Releases pressure on the spine.
5. Greater relaxation while reading.
6. Aids in the release of nerve tension.
7. Nature is aided in health preservation.

SPECIAL MESSAGE

To The Ladies

- 1—Cosmetologists advise complexion and beauty is enhanced by stimulating blood circulation in facial and head areas when limbs are supported in elevated contour position.
- 2—Dr. Fink says convalescents, accommodated by CONTOUR relaxation releases nerve tension, rests aching backs, relieves abdominal pressure.
- 3—Relaxation in the Contour chair takes the load off your heart without going to bed.
- 4—Gracefully relax in this chair in any body's presence. Available in any color to go with your living room.

To The Men

- 1—Dr. Fink says: "15 to 30" minutes relaxation in a Contour chair, before eating provides release from nerve tension and results in better digestion.
- 2—Release from nerve tension and fatigue prevents exhaustion and improves business, energy and recreational abilities involving exercises.
- 3—Release from nerve tension takes the load off your heart, giving more strength for the duties of life.
- 4—Experience in just a few minutes the revitalizing effect of the first scientifically proper Contour support.

EASIER Living For The AFFLICTED

Say the DOCTORS—and Pleased Owners

- That the CONTOUR CHAIR LOUNGE Provides the proper contour relaxation for the following ailments:
- Ailing hearts are aided when relaxation is possible in one of the selected six different positions for an all night sleep.
 - Varicose veins are drained in an elevated position without impairing circulation. This is only possible in the Contour Chair Lounge. Let us prove it.
 - Arthritis of the spine is favored by excellent spinal support to encourage relaxation as well as for other parts of body afflicted.
 - Extremely nerve-tensed people can find relaxation never before experienced in any other form of reclining. (Let us prove it).

- Asthma sufferers can relax in six different positions for an all night comfortable sleep.
 - Digestion is aided.
 - For aching feet and limbs or those who are on their feet for considerable time.
 - Sciatic rheumatism or other sciatic nerve irritations are favored by removing pressure and complete relaxation of the entire body.
- PLEASE NOTE: The above statements represent the enthusiastic testimonials of users of the CONTOUR CHAIR LOUNGE, such as: Doctors, hospitals, nurses, home owners. Testimonials and endorsements in writing gladly produced on request.

COMFORT FOR ALL!

Up to 6 Feet, 6 Inches
Short or Tall -- Relax in Comfort

6 POSITIONS—In Seating Adjustments

Move to any one of the adjustments without leaving the chair — on Ball Bearing Rollers, gliding on steel tracks. Here's glorious new furniture for the modern or traditional home—and furniture that accomplished a miracle in downright comfort! It's a NEW LOOK CHAIR—with features so incredible that they challenge belief—until you've tried it or actually experienced the sensation of its comfort. It comes beautifully tailored in fabric or Duran upholstery. The chair was so revolutionary it required 14 DIFFERENT PATENTS. This chair is designed for permanence. It is padded with Hairflex bristle and sponge rubber for lifetime Contour cushioning. Genuine maple frame and double dollyed at all joints.

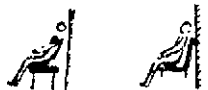
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BEFORE YOU BUY ANY CHAIR

Check Why Contour Chair Lounge Is Superior

Only the Contour Chair actually relaxes scientifically to help PRESERVE YOUR HEALTH.

Other chairs provide the ancient method of support of the typical bench against the



wall. Overstuffed and straight back chairs force you to rest your weight on the contour of sacrum, and coccyx often causing an aching low in your back radiating down your limbs. But regardless whether the back of the chair is verticle or at an angle, the greatest

portion of your weight is at one spot, your sacrum.

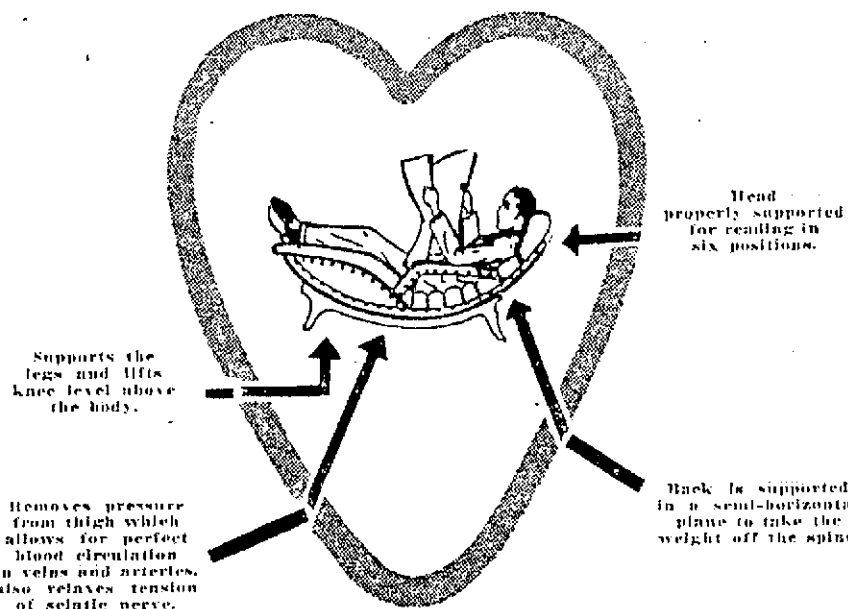


Circulation is impaired by the pressure at this point. Legs are quickly suspended from chair to ottoman or hassock. Legs are not properly elevated to allow blood to flow back with the aid of gravity. The spine in a curved position pinches the discs between vertebrae, therefore causing pressure on nerves emanating from the spine.

FOR YOUR CONFIDENCE

This entire presentation has been composed by the manufacturers of the Contour Chair Lounge with assistance of several responsible Doctors, representing many years of experience, that own and have made a close observation as to the performance of the Contour Chair Lounge in respect as to how it aids nature in preserving your health. No claim of cure is emphasized for only nature, with assistance, can favor you with better health for more enjoyable living many years to come.

YOUR GREATEST ASSET



EVERYONE SHOULD FAVOR HIS HEART

STATISTICS REVEAL

1. That heart failure is the number one killer
2. \$250,000,000 in wages lost because of heart ailments.
3. \$60,000,000 are spent in drugs
4. It pumps 50 gallons per hour, 1,200 gals. per 24 hours

HELP YOUR HEART DAILY

1. DO NOT LET NERVE TENSION DOMINATE YOU PHYSICALLY OR MENTALLY.
2. DON'T WORRY
3. MAINTAIN GOOD POSTURE
4. BALANCED DIET
5. WATCH YOUR WEIGHT
6. SUFFICIENT REST
7. RELAXATION BEFORE AND AFTER MEALS
8. AVOID OVER-EXERTION PHYSICALLY.
9. FAVOR YOUR HEART WITH THE SAME CONSIDERATION YOU WOULD ANY OTHER TREASURED POSSESSION

TESTIMONIALS REVEAL MERITS Of the CONTOUR CHAIR LOUNGE

In aiding nature provide greater comfort and help release the load from the heart.



The CONTOUR CHAIR LOUNGE helps correct and maintain good posture.

1. Feet above the level of body allows gravity to drain the venous blood from the limbs, which helps release this load from the heart.
2. Muscles are supported from head to foot. Relaxed muscles allows better blood circulation.
3. Correct posture for spine does this for you: (a) RIB CAGE is expanded to allow for larger diaphragm expansion and more space for heart and lungs. (b) LUMBAR vertebrae are given proper support to prevent pinching of nerves emanating from spine. (c) SACRUM and coccyx is cradled properly for good posture.
4. Relaxed nerves, excellent muscle support, elevated feet, good mental perspective, and good deep breathing with your diaphragm, helps take approximately one-third of the load off of your heart.

DOCTOR with 40-YEAR PRACTICE says

Most every one should lie 30 minutes daily in the low position of the Contour Chair Lounge for proper blood supply to the brain—will help prevent hardening of cerebral vessels. It also stimulates clarity of concentrated thinking.

Williamson-Benner
HOMEFURNISHERS
NEW STORE 21 B ST., SAN MATEO (End of Baldwin Ave.)

FOR THE HEALTHY

Doctors always say "An ounce of prevention is worth a pound of cure."

- Preventing nerve tension helps keep the body healthy.
- Proper tilted and contoured relaxation aids digestion.
- Eyesight is aided for longer and more restful reading by scientific contoured support.
- Keener mental performance is aided by proper tilted contoured relaxation.
- Relaxation in the CONTOUR CHAIR LOUNGE gives quicker revival after a strenuous day.
- One-half hour in the CONTOUR CHAIR LOUNGE offers greater relaxation than 4 hours on a davenport, bed, davenport or any other type of chair.

PLEASE NOTE: Testimonials will be gladly submitted on request. Doctors, hospitals, nurses, neuro-psychiatrists and owners of the CONTOUR CHAIR LOUNGE are responsible for the above claims.



More Good Looks Than Meets The Eye

The Contour Chair Lounge, designed to let you relax gracefully, fits in with both modern and period decorating schemes. It's built to wear. . . . It harmonizes with living room ensembles.

YOU'LL SAY "IT FEELS WONDERFUL" WHEN YOU TRY THE CONTOUR CHAIR LOUNGE TODAY

REVOLUTIONARY APPEAL and ACCEPTANCE 3 Important Features for Your Pleasure

1. Health Aid

- (a) Provides better posture
- (b) Tilts the entire body to aid blood circulation.

2. Your Color

- (a) Any color in Duran is available in two tone or solid.
- (b) Fabrics in all types.

3. Functional Styling

- (c) Period or Modern Legs in Desired Colors.

76 of the Most Prominent Hollywood Stars own the CONTOUR CHAIR for Relaxation, Health, Complexion and Beauty

Doctors Invited

Doctors in all professional fields are especially invited to investigate the advantages and practicality of the famous Contour Chair Lounge, during the factory demonstration at Williamson-Benner Furniture, Tuesday and Wednesday, March 15 and 16.

CONTOUR CHAIR LOUNGE Occupies Less Space

Club chair and Ottoman approximately 32x72. Platform rocker and ottoman approximately 29x72. CONTOUR CHAIR LOUNGE occupies only 27x56.