

Remember 1985?



1985. Boy George. The space shuttle. Headlines full of Princes. Primitive PCs, CDs, and VCRs.

Times were good though. Gas was under a dollar a gallon! Even more incredibly, a membership at 24 Hour Nautilus was still just pennies a day...

That's how we'll remember this day 10 years from now. 24 Hour Nautilus, expanding and improving at its 1985 rate, will have become a national phenomenon. A place not just for working out but for winding down, getting together, even for medical advice.

And you know, we've already begun that era. Licensed medical professionals will soon be on our premises to assist you to total fitness.

10 years from now, it will seem incredible that 24 Hour Nautilus ever competed in the fitness price wars of 1985. The price wars that strained the public's belief while driving the price of a fitness membership to ridiculous lows.

We competed because we're not afraid of competition. But the time has come when we're simply worth a great deal more than what other clubs charge.

This is our notice to you that 24 Hour Nautilus will very soon be raising its rates to equitable levels. But right now, we're offering you one last chance at the greatest fitness value in history.

\$16.50 a month.*

Physical fitness will never go out of style. But these rates will soon, so join today!

Student Special \$9.77 per month

Based on \$45 down and \$9.17 per month.

*Based on \$45 down and 12 payments of \$16.50 a month, including 18% APR.

24 HOUR Nautilus

Swim and Fitness Center, Inc.

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