

HOW I FINALLY LOST ALL MY EXCESS WEIGHT - AFTER BEING OVERWEIGHT ALL MY LIFE AND FAILING AT EVERY DIET IN EXISTENCE

It Brought Me My Most Treasured Compliment: "OH, B.J., I CAN'T BELIEVE IT! HOW TERRIFIC YOU LOOK! HOW DID YOU EVER LOSE ALL THAT WEIGHT? I DIDN'T EVEN RECOGNIZE YOU!"

In my story I am going to reveal to you the secret of successful weight loss. This secret was just recently discovered. It has already been written up in the editorial section of the Chicago Tribune, The Chicago Daily News, Philadelphia Magazine, Ladies Home Journal, American Home, Vogue, etc. In my opinion this finding is going to have a tremendous impact on public health. Why? Because over 40% of the American population suffers from obesity. Obesity is a major contributor to psychological disturbances and cardio-vascular disease - the nation's No. 1 killer. - By B.J. PORTER

(CANTON, OH.) The story you are about to read is true and factual. It happened to me, B.J. Porter. I am a reporter. My employer is the Publishing Corporation of America, a major, national publishing firm, as you probably are already aware.

A while ago, I was summoned to my boss's office. He told me that he had a report that a leading obesity doctor and a New York corporation had produced the most powerful weight-loss tool yet developed. I was to investigate this product.

This is a normal procedure. If my company sells or publishes a product, it must first be thoroughly tested for claims, reliability, quality and safety.

However, the fact that I was chosen to investigate this particular product was most humiliating and embarrassing to me. Because, I stood there in front of my boss at my usual 28 POUNDS OVERWEIGHT. My boss told me not only to investigate this new weight loss tool, but to actually use it myself.

I had been overweight nearly all my life of 33 years. Each year I got older the number of overweight pounds increased. I tried everything. I tried appetite inhibitors which either didn't work or left me nauseated. I went to local doctors. One gave me pills that didn't work and made me a nervous wreck. Another, gave me a diet with calculations that would baffle Einstein and meals that I wouldn't feed to my dog.

Then came the new fad diets. I tried the water and protein diet. After two weeks, my body simply repulsed another glass of water or another piece of plain meat or cottage cheese. I lost 5 pounds, so I thought, I immediately found out it was 5 pounds of water which I instantly took back on. I then tried the famous low carbohydrate diet. Wow! I could eat all that cheese, cream and so on, and lose weight. What a let down! I didn't gain any weight, but, I didn't lose any either. But, all that food that I thought was so good and in such variety turned out to really be a limited list. Again, my body repulsed these foods and craved more variety. Also, both of these fad diets left me a sickly, bundle of nerves.

I tried more fad diets that were supposed to "melt away fat". I tried exercise plans and every mechanical gadget I could find. Nothing worked. I did manage to lose weight occasionally by starving myself, but I found that I immediately put the pounds right back on.

So, here I was, off again to try another crazy weight loss method that doesn't work - so I thought.

My plane landed in New York on a cool, drizzly morning in early September. I was meeting at 10:00 a.m. with Bernard Gittelsohn and a leading obesity doctor.

The doctor is the director of the diabetic and obesity clinics of a medical college and major hospital in the East. Bernard Gittelsohn is a top executive with the Time Pattern Research Institute of New York. He is the creative genius behind two successful adaptations of the computer to everyday life. Both of these computer applications have become very famous. With the doctor, he had apparently come up with a third major computer adaptation to solve one of life's major problems. (The doctor is a very, conscientious and scientific person who adheres strictly to the code of the A.M.A. which states that a doctor cannot advertise. The doctor is unlike certain doctors who have put out fad diets with no medical or scientific backing. Therefore we cannot reveal the doctor's name here. The doctor's name, hospital name and address are available upon request. Simply write to the address below or call me at (216) 494-4282.)

That September morning the most interesting history of this project was related to me. Little did I know that the secret of the successful cure of obesity was about to be revealed to me. Nor, did I know this meeting was going to change my life.

To give you just the highlights of the history of the developments of the doctor's weight loss method would

"I filled out the interview sheet at the bottom of this page one month, and the next month I was 28 pounds lighter - before I knew what happened, with no work, with no suffering. The interview sheet is like a session with a top weight loss M.D., which many famous actors, actresses and athletes employ. The feature I liked best? WITH THIS METHOD I COULD EAT ALL MY FAVORITE FOODS! Check the list below for your favorite foods."

take over 3 full newspaper pages. So, what I'm going to give you is a very, very brief summary.

It took the doctor and his aids 12 years of day and night work to develop and perfect his method. It was accomplished through sure-fire trial and error methodology. His experiments used his patients in everyday life situations. The end result? From the patient's PERSONAL medical data and the doctor's advanced obesity knowledge, a scientifically compiled set of PERSONAL instructions and unique, PERSONAL, 21 day, meal by meal diet was produced.

The secret of why it worked? The technical details involved in producing his tool were complex. But, like all things that really work, the idea behind his method was simple and seemed so obvious (like all great discoveries). Now for the secret. It was simply this. His method was PHYSICAL, PSYCHOLOGICAL and PERSONAL. No other method had taken all three of these areas into account before. If any one is missing, successful weight loss is impossible.

TO SUMMARIZE:

Why other diets don't work:

1. The body has very powerful adjustment mechanisms to retain the present status to which it is accustomed. All diets to date alter three basic states of the body besides just the weight level: a) nutrition levels, b) present types of foods the body is accustomed to eating every day - taste level, c) present amount of daily intake - volume level.
2. Nearly all diets forced a change of habits.
3. Nearly all diets created work by necessitating mathematical calculations, seeking out strange foods and learning to prepare strange foods.
4. No diet took into account that each person is different with respect to physical traits and psychological traits, such as likes and dislikes. For example, you can't give out general diets that contain spinach. Many people don't like it and won't eat it!
5. Many fad diets are extremely dangerous to a person's health and life. They create chemical changes and nutritional deficiencies which contribute to serious diseases which compound the already existing weight problem.

Why the doctor's diet and advice does work (so effectively in fact that the doctor says that he has not had one patient fail to date):

1. It is PERSONAL - it is tailored to the individual. It takes into account a person's medical data, physical data, habits and taste in food. There is a different reason each person is overweight.
2. The patient's personal data is combined with TRIAL AND ERROR, TIME TESTED knowledge of weight loss - not arm chair theory. This knowledge includes how to combine foods to produce bulk, taste and the right caloric result (some foods actually burn up calories, therefore they can be mixed with higher caloric foods).
3. It does not alter the person's taste level - the patient eats his favorite foods. It does not alter the patient's nutrition level. It does not alter the patient's bulk level. It minimizes the body's force to adjust the patient's weight level.
4. It does not create work or change of habits for the patient.
5. Since it is so effortless the patient can stay on the diet after he reaches his ideal weight, thus allowing the body to adjust to the new weight level. You'll notice even overweight people stay around the same weight. It's because the body adjusts to that weight.
6. It's inexpensive. There are no costly pills or vitamin supplements to purchase.

It didn't take word long to spread around the city about the doctor's new found success. He was soon swamped with more patients than he could handle. He couldn't even take on enough aids to handle the load because his method was so time-consuming to prepare. Through a set of circumstances he teamed up with Bernard Gittelsohn of Time Pattern Research Institute.

Together they computerized the doctor's method. It required 2 years and \$250,000.00 to program and implement the project. Over 3 million bits of information had to be put on magnetic storage devices. The computer used was an I.B.M. 370-145.

At the end of my interview with the doctor and Mr. Gittelsohn, I was very impressed and excited to say the least. I was looking at letters from thousands of people who had already used the computerized diet. The doctor likes his patients to lose 1 1/2 to 2 pounds per week. But I was looking at letters which said "I lost 50 pounds in 5 weeks," "I lost 12 pounds in 3 weeks," "I lost 18 pounds in 3 weeks,"....



Medical knowledge and research have been teamed up with the computer to produce what many experts believe is the "most powerful weight loss tool yet developed". This tool enables people with even the most stubborn weight problem to reach their ideal weight safely and effortlessly. Meet Dr. Bernard Gittelsohn and David G. Brien of Canton, Ohio pictured above in the PCA computer center. (The doctor who invented this method is not shown here because he is very conscientious and adheres to the A.M.A. no personal advertising code.)

So now came the acid test. I was going to try the diet. I was convinced logically that it would work, but so many other diets had failed me. Disbelief was still lodged in the back of my mind. The doctor wishes to state at this point that you should contact your doctor before starting any diet and that the best diet is one prepared by your own doctor. I agree - if you can find a good doctor. Doctors are no different than any other profession, there are good professionals and bad professionals.

I filled out the personal interview form, the one shown at the bottom of this page. A few hours later, I was presented with a bound, 5 1/2" by 8 1/2", 44 page, computer printed output.

It contained meals of breakfast, lunch, supper and snack for each day for 21 days. Each meal had the food listed in exact portions. No calculations or calorie counting was necessary. It also contained 5 pages of personal hints and instructions and a list of foods that could be substituted for each other if I was unable to obtain certain items on a given day. So, I flew back to Canton, Ohio with my diet and apprehensive attitude.

I started my diet and advice the very next day after I got home. The first two days I did not lose a pound and I thought to myself, "Oh no, here we go again!" What backed up my cynicism at this point was that I couldn't remember eating so well as I did those two days. I had been used to picking during the day and eating one meal at night. Here I was eating 3 "squares" and a snack. These meals consisted of such things as hot roast beef sandwiches and gravy, steaks, eggs, cheese, nuts, corn, cereal, sausage, strawberries, salads, potatoes, cocktails, bread, potato chips, etc. - all my favorites. I didn't feel bloated but pleasantly stuffed. At this point I told myself, "I knew it was too good to be true."

But, on the third day I stepped on the scales, and to my surprise I dropped 3 pounds. I couldn't believe it after eating all that food. The rest of the week I averaged 1/2 pound a day of weight loss. Total loss for my first week - 5 POUNDS

The second week of my diet I only lost 2 pounds, but on the third week I lost a little over 3. So there I was after 3 weeks, 10 pounds lighter. I couldn't remember seeing the scales at that number before. It was a sight to behold. I felt like I had just climbed Mt. Everest.

However, something else was happening besides just weight loss. The difference in the way I felt was like night and day. I felt tremendous. I had an overabundance of energy, I was more alert, my complexion went from ruddy to clear, I had more color, my hair stopped falling out so much and lost its brittleness and my periodic headaches seemed to disappear. I wasn't informed this would happen in the interview, but it wasn't too hard to figure out. It was obvious that these bonus benefits had occurred because: 1) this diet gives a person the proper nutrition most Americans lack, 2) you become very regular on this diet, 3) your internal organs function as they should with proper bulk and food composition, and 4) you sleep much better. In fact I think the doctor overlooked another big reason his diet works. IF THE BODY IS HEALTHIER, ALL OF ITS FUNCTIONS WILL WORK BETTER INCLUDING THOSE WHICH MONITOR WEIGHT AND BURN UP EXCESS FAT.

Another plus I was finding out about the diet is this. It's fun to do. There are no calculations or work. The meals are fun and exciting to prepare. You actually look forward to each day for the fun of preparing the next variety of foods.

Well, back to my progress report. To summarize the last 5 weeks, they went like this: 4th week - 4 1/2 pounds loss, 5th week - 2 pounds loss, 6th week - 3 1/2 pounds loss, 7th week - 5 pounds loss. In the fifth day of my eighth week I achieved my ideal weight by losing three more pounds. In all, I had lost 28 pounds in 7.7 weeks, averaging 3.59 pounds per week.

I still haven't told you the best part, the effect it had on my life. To be honest, I don't have words to describe it. If you can imagine in early September I was an ugly 28 pounds overweight. Here, the next month, in late October, I had lost 28 pounds - leaving me at my ideal weight, looking slim, fit and attractive. No more feeling as though my clothes were trying to strangle me.

It was like I had stepped into a new world. Persons of the opposite sex, who virtually ignored me before, were now making a fuss over me to the point of being downright aggressive. People of both sexes showed more respect toward me. My better appearance gave me more confidence. My sphere of friends began to increase. The combination of these things was shortly to bring me a job promotion. (Studies show that there is a direct relation to physical appearance and career success.)

It is a very emotional experience to regain your self respect. I couldn't help remembering a scene from a documentary on the late Vince Lombardi where he had just made winners out of the Packers who had known nothing but humiliation and ridicule before. It's a proud "lump in the throat" feeling to know, "they aren't laughing at you any more."

I could tell you much more, but, for now that's my story. I hope I conveyed to you the true excitement I feel for this product.

For those who wish to obtain the doctor's computerized diet just fill out the form below and follow the simple instructions. It's quite an offer. If you would go to a top weight loss doctor (if you could find a good one), it would cost you \$300 to \$500. The computerized diet below (from a doctor who is a proven winner) will cost you an introductory offer price of only \$9.95 (THE REGULAR PRICE WILL SOON BE \$19.95). Even if you don't need it now, you can store it in a drawer until you do.

I presented a form such as the one below to a grossly overweight friend of mine. He had the audacity to question whether he should spend \$9.95 for the diet. It angered me so to a point where I told him, "You spend more than that on pizza pies each month, and you do nothing but make you fatter. How can you put a price on something that would make you more attractive, healthier, make you feel 100% better, increase your chance for advancement and avoid a premature union with the grave. Doctors say every hour you stay overweight pounds another nail into the coffin." People never put things in proper perspective. They would think nothing about paying \$20 for 3 hours of entertainment, but are reluctant to spend a lesser amount for something that would pay them benefits and pleasure for the rest of their lives. I would have given everything I own to achieve what the diet did for me.

But I guess everyone has to be their own judge. How much is better health and appearance worth to you?

(If you have any questions, phone me at (216) 494-4282.)

THE PCA PERSONAL COMPUTERIZED DIET & ADVICE

Computer data entry form - please print where writing is required. Please answer all questions. Fold form as many times as necessary to fit your envelope.

SECTION A - PLACE THE APPROPRIATE ANSWER IN THE SPACE PROVIDED

If question does not apply to you, place a dash (-) in the answer space.

1. Sex (M or F) _____ 2. Height _____ 3. Age _____ 4. Lowest weight since adulthood _____ 5. Age at time of lowest adult weight _____ 6. If female, how many children do you have? _____ 7. If female, how many children were 8 lbs. at birth? _____ 8. How many years have you been overweight? _____ 9. If you have been on a diet in the last 12 months, how many pounds did you lose? _____ 10. How many hours do you sleep a day? _____ 11. How many snacks do you eat a day? _____ 12. How many cups of coffee do you drink a day? _____ 13. How many cups of tea do you drink a day? _____ 14. How many glasses of soft drinks do you consume a day other than diet sodas? _____ 15. How many glasses of beer do you drink a day? _____ 16. How many shots of hard liquor do you drink a day? _____ 17. How many packs of cigarettes do you smoke a day? _____

SECTION B - MULTIPLE CHOICE - ONE ANSWER ONLY

Answer questions 18 to 39 by picking only one of the multiple choice answers. Check the box in front of the answer of your choice.

18. Have you been told you are a: 1. diabetic 2. pre-diabetic 3. none of these
19. Did you ever take a urine sugar test? 1. Yes 2. No
20. If you have taken a blood sugar test, was it: 1. normal 2. borderline 3. higher than normal 4. below normal 5. have not taken such a test
21. If you have constipation, do you take laxatives? 1. Yes 2. No
22. Do you have frequent boils? 1. Yes 2. No
23. How would you define your body frame? 1. big boned 2. small boned 3. medium boned
24. If married, did your weight problem start after marriage? 1. Unmarried 2. Yes 3. No
25. If you have been on a diet in the last 12 months, how much weight did you gain back? 1. does not apply 2. All 3. None 4. Less 5. Some
26. If you gained weight back as per question 25, did you gain it back in: 1. does not apply 2. Less than 6 mos. 3. 6 mos. to 1 yr. 4. One year or more
27. Do you sleep well? 1. Yes 2. No
28. When you can't sleep do you eat snacks? 1. Yes 2. No
29. Do you exercise: 1. daily 2. weekly 3. less than weekly 4. not at all
30. If you exercise, is it: 1. does not apply 2. light 3. moderate 4. heavy
31. Does your daily work require: 1. a large amount of physical effort (lifting heavy objects, standing on your feet, walking) 2. little effort (mostly sitting)
32. What type of occupation are you engaged in: 1. office work 2. management 3. professional 4. housewife 5. sales person 6. light manual labor 7. heavy manual labor 8. truck driver 9. student 10. Other
33. What is your largest meal of the day? 1. breakfast 2. lunch 3. dinner
34. Do you eat: 1. slowly 2. rapidly
35. Do you use a lot of salt? 1. Yes 2. No
36. Would you like a glass of beer or alcoholic beverage in your diet? 1. Yes 2. No
37. Which do you prefer in your diet: 1. Small portion of meat, moderate amount of potatoes, bread and noodles 2. Large portion of meat, moderate amounts of potatoes, bread, and noodles
38. Are you a: 1. big eater 2. average eater 3. small eater
39. Do you eat during the night: 1. Yes 2. No

SECTION C - MULTIPLE SELECTION

ONE ANSWER OR MORE THAN ONE ANSWER

Answer questions 40 to 51 by selecting one or more than one of the multiple selection answers. Check the box (X) in front of the answer(s) of your choice.

40. Are you currently under a doctor's care for: 1. heart disease 2. kidney disease 3. diabetes 4. thyroid problems 5. liver disease 6. gout 7. high blood pressure 8. Other 9. not under doctor's care
41. Are you taking any of the following medications: 1. oral birth control pill 2. diuretics (water pills) 3. digitalis (heart pills) 4. insulin 5. oral blood sugar lowering agents (diabetes pills) 6. drugs to lower blood fats (like cholesterol) 7. anti-depressants 8. anti-blood clotting agents 9. cortisone or related drugs 10. diet pills 11. None of these
42. Has any-of the following in your family had diabetes? 1. mother 2. father 3. children 4. grandparents - mother's side 5. grandparents - father's side 6. husband or wife 7. brothers or sisters 8. None of these
43. Are any of the following members of your family overweight? 1. mother 2. father 3. children 4. grandparents - mother's side 5. grandparents - father's side 6. husband or wife 7. brothers or sisters 8. None of these
44. Do you currently suffer from: 1. diarrhea 2. constipation 3. None of these
45. Do you have a dietary restriction prescribed by a physician for the following diets? 1. bland or ulcer diet 2. low salt content diet 3. fat restricted (gall bladder condition) 4. low cholesterol diet (due to high cholesterol) 5. low protein diet 6. None of these
46. If female, which condition applies to you: 1. male, does not apply 2. currently pregnant 3. delivered in the last 6 months 4. currently breast feeding 5. have regular periods 6. gain weight or retain water during pre-menstrual week 7. None of these
47. Do you have: 1. skiny arms 2. skiny legs 3. None of these
48. Do you participate daily (or almost every day) in: 1. tennis 2. baseball 3. swimming 4. handball 5. basketball 6. jogging 7. other active sports 8. None of these
49. Which of the following apply: 1. ankles swell at end of day 2. legs swell at end of day 3. None of these
50. Which meals do you normally eat each day? 1. breakfast 2. lunch 3. dinner 4. snack a.m. 5. snack afternoon 6. snack evening
51. Which of the following apply: 1. use sugar in your coffee 2. use sugar in your tea 3. use cream or milk in your coffee 4. use cream or milk in your tea 5. use about 1/2 cup cream or milk in coffee or tea 6. use 1/4 cup or less of milk or cream in coffee or tea 7. drink tea with lemon 8. None of these

SECTION D - FOOD PREFERENCE
With each food item place a check (X) in the box if you like to eat often. Second box if you like to eat occasionally. Third box if you eat only if you have an EXCESSIVE desire for it. Check the box if you absolutely dislike or are allergic to it.
EXAMPLE: 52. Apples means you like to eat apples often. 52. Apples means you eat apples only if you have an EXCESSIVE desire for them. 52. Apples means you absolutely dislike or are allergic to apples.

- FRUITS & JUICES: 52. Apples 53. Apple juice 54. Apple sauce 55. Apricots, fresh 56. Apricots, dried 57. Avocado 58. Bananas 59. Blackberries 60. Blueberries 61. Cantaloupe 62. Cherries 63. Cranberries 64. Dates 65. Figs, dried 66. Figs, fresh 67. Fruit cocktail 68. Grapefruit 69. Grapefruit juice 70. Grapes 71. Grape juice 72. Guava 73. Honey dew melon 74. Lemon juice 75. Mango 76. Nectarine 77. Orange 78. Orange juice 79. Papaya 80. Peach 81. Pear 82. Pineapple 83. Pineapple juice 84. Plantain (baking banana) 85. Plums 86. Prune juice 87. Prunes, dried 88. Raisins 89. Raspberries 90. Strawberries 91. Tangerine 92. Tomato juice 93. Watermelon

- VEGETABLES: 94. Asparagus 95. Bamboo shoot 96. Bean sprouts 97. Baked beans, no pork 98. Beans, lima, navy

99. Beets 100. Broccoli 101. Brussels sprouts 102. Cabbage 103. Carrots 104. Cauliflower 105. Celery 106. Celery Cabbage (Chinese) 107. Chicory 108. Corn 109. Cucumbers 110. Eggplant 111. Escarole GREENS: 112. Beet 113. Chard 114. Collard 115. Dandelion 116. Kale 117. Mustard 118. Poke 119. Spinach 120. Turnip 121. Lettuce 122. Mixed vegetables 123. Mushrooms 124. Okra 125. Olives 126. Onions 127. Parsley 128. Parsnips 129. Peas, green 130. Peas, split 131. Peppers, green 132. Peppers, red 133. Pickles 134. Pimento 135. Potato chips 136. Potatoes, white (baked or boiled) 137. Potatoes, white (french fried) 138. Potatoes, white (mashed) 139. Potatoes, sweet or yams 140. Pumpkin 141. Radishes 142. Rhubarb 143. Rice or grits, cooked 144. Rutabagas 145. Sauerkraut 146. Spaghetti, noodles, etc. 147. Squash, winter 148. Squash, summer 149. String beans 150. Tomatoes 151. Turnips 152. Watercress
- SEASONINGS: 153. Celery salt 154. Cinnamon 155. Garlic 156. Garlic salt 157. Horseradish 158. Lemon 159. Mint 160. Mustard 161. Nutmeg 162. Pepper 163. Saccharin 164. Other sugarless sweeteners 165. Spices 166. Vanilla 167. Vinegar
- BREAD: 168. Bagel 169. Biscuit, roll 170. Bread 171. Cereal, cooked 172. Cereal, dry 173. Cornbread 174. Crackers, cheese 175. Crackers, graham 176. Crackers, oyster 177. Crackers, round 178. Crackers, saltine 179. Crackers, soda 180. English muffin 181. Flour 182. Matzo 183. Melba rounds 184. Pizza 185. Sponge cake, plain 186. Tortilla
- MEAT & FISH: 187. Bacon, crisp 188. Frankfurter 189. Beef 190. Chicken (White) 191. Chicken (Dark) 192. Chicken livers 193. Duck 194. Ham 195. Lamb 196. Liver 197. Pork 198. Turkey 199. Veal 200. Pigs feet 201. Sausage 202. Tripe 203. Caviar 204. Clams 205. Codfish 206. Crab 207. Lobster 208. Mackerel 209. Oysters 210. Salmon 211. Sardines 212. Scallops 213. Shrimp 214. Tuna
- DAIRY: 215. Butter 216. Margarine 217. Butter, milk 218. Cheese, cottage CHEESE: 219. American 220. Cheddar 221. Muenster 222. Parmesan 223. Roquefort 224. Swiss 225. Cream cheese 226. Cream, heavy 227. Cream, sweet 228. Sour cream 229. Whipped cream 230. Egg 231. Ice cream, dietetic 232. Juncet 233. Milk, evaporated (skim) 234. Milk, powdered (skim) 235. Milk, whole 236. Yogurt
- OTHER FOODS: 237. French dressing 238. Mayonnaise 239. Tartar sauce 240. Nuts 241. Oil or cooking fat 242. Peanut butter 243. Coffee 244. Tea 245. Sugar-free soft drinks 246. Fat-free bouillon 247. Gelatin

Please enclose fee of \$9.95 in cash, check, or money order, plus 60¢ postage and handling. (I understand the regular price will soon be \$19.95).

Fold as many times as necessary to fit your envelope.

Mail to:
P.C.A.
Dept. W-19
4626 Cleveland Avenue N.W.
Canton, Ohio 44709

Name _____
Address _____
City _____ State _____ Zip _____

THIS PRODUCT CARRIES A FULL MONEY-BACK GUARANTEE.