

# WORLD'S FIRST SPOT-REDUCING DIET!

Designed by America's best-known diet doctor—to smooth out ugly bulges that have never given way to any diet you have ever tried before!

Based on an entirely new medical principle, it works two ways to give you a better figure than you may even have had as a teenager! Like this . . .

1) First, it carves anywhere from 5 to 10 to 15 pounds off your body in the very first week! And up to 10 pounds a week from then on, as only the first step of this wonder-working new medical diet!

2) And then—after you have lost as much as 20 or 30 or even 40 pounds in the first 6 weeks alone—you then concentrate on those ugly bulges no other diet has ever been able to touch before! Still through nothing but diet alone, you then see up to . . .

6 inches MORE gone from your waist . . .

6 inches MORE gone from your hips . . .

6 inches MORE gone from your buttocks . . .

4 inches MORE gone from your thighs . . .

2 inches MORE gone from your calves . . .

Until you can hardly believe that the figure you are looking at in the mirror is your own! And all through the application of a new medical principle by America's most famous diet doctor!

Like this . . .

**Most Diets Remove Skin-Fat Only! But This Diet Pulls Deep Fat And Excess Protein Right Out From The Muscle Areas Themselves! THAT'S WHY IT SMOOTHS OUT UGLY MUSCLE BULGES THAT YOU CAN'T EVEN EXERCISE AWAY!**

Now you are beginning to understand the powerful logic of this new reducing plan! It is so important to your future health and appearance, however, that we must go into a few more details about it with you right now:

Fat stores itself in several places in your body. Much of it, of course, is deposited right underneath your skin. You can feel it if you squeeze the skin. This is skin-fat, and it is the fat you usually get rid of in ordinary diets.

Any good diet will burn this skin-fat away. This diet does too—but far more quickly than you have ever dreamed before! As much as 5 to 15 pounds in the very first week, as starters! (That's why the doctor says that this diet has its own "Built-In Will Power"—because you lose weight so incredibly fast, this way, that you wouldn't break this diet for the world!)

But then, after this massive quick-weight loss—after this skin-fat has been burned right out of your body—this new medical diet goes one step further that opens up a whole new world of beauty to you!

Now it goes after the DEEP-FAT in your body—the fat, and excess protein, that is inter-laced with the muscles of your waist, your hips, your buttocks, your thighs, and all the other ugly "problem-bulges of your body"!

These are the areas ordinary diets really can't touch—because their food-mixtures reinforce these muscle-fat bulges rather than carve them down! These are the areas that laugh at even back-breaking exercises—

## About The Author— Dr. Irwin M. Stillman

During his fifty years of experience in the practice of medicine, IRWIN MAXWELL STILLMAN, M.D., D-IM, has helped millions of over-weight men and women to reduce. A Diplomate in Internal Medicine, Dr. Stillman is presently a consultant in Internal Medicine at Coney Island Hospital, Brooklyn, New York. Formerly, he was an attending physician in Medicine at Coney Island Hospital and at Harbour Hospital, a Fellow of the American College of Angiology, and a Fellow of the American Geriatric Society. Dr. Stillman received a gold diploma from the New York Medical College in 1968.



because they only make the muscles there GROW, and don't have the slightest effect on the fat!

**But This New Diet Causes These Muscle-Fat Bulges TO FEED ON THEMSELVES! To Gently, But Rapidly, Pull Out Excess Fat And Protein Right Out Of Those Bulges! So Those Bulges Look Almost As Though You Had SMOOTHED THEM AWAY WITH AN ERASER!**

Now for the final point—and perhaps the most convincing fact of all:

This new QUICK INCHES-OFF DIET is given to you by perhaps the most successful reducing specialist in the world! It is backed and proven by over forty-five years of medical experience of Dr. Irwin Maxwell Stillman, who gave you last year the revolutionary Doctor's Quick Weight-Loss Diet.

But now Dr. Stillman has gone far beyond mere quick-weight loss alone! He has taken his previous Quick Weight Loss principles, and literally MULTIPLIED their power to give you a more beautiful new figure! Where you not only skyrocket down to your ideal weight—even easier than before—but also where you carve away up to 6 to 10 inches from the very problem spots that have always resisted trimming before!

Thus, Dr. Stillman has done what might have previously been considered impossible. He has actually improved his previous techniques! He has combined what is probably the world's fastest and healthiest system of losing POUNDS, with a brand-new system of carving off PROBLEM-INCHES—till you get the slimmest, healthiest, youngest-looking figure you have ever known in your life!

**Prove Every Ounce Of It—  
Entirely At Our Risk!**

The rest is up to you, of course. Right now, look bluntly at your figure in the mirror. Ask yourself these questions—all of which are now within your reach:

How would you look one week from today about 10 pounds lighter?  
How would you look two weeks from today about 20 pounds lighter?  
How would you look three weeks from today about 30 or more pounds

lighter? And with your face as radiant, and livelier and younger-looking than your figure!

And then, go on even further—

After you've lost that weight, how would you look with another 6 inches carved off your waist? Another 6 inches carved off your hips? Another 6 inches carved off your buttocks? Another 4 inches carved right off your thighs?

We suggest, of course, that you check out this diet, and its effect on you as you go along, with your own doctor.

No one has ever told you this kind of weight loss, and inch loss was ever possible before. IT IS NOW! Its source is the Coupon below. All you risk to try it is a 6-cent stamp. It works for YOU, or you don't lose a penny!

Why not send in the Coupon—today?

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200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me a copy of THE DOCTOR'S QUICK INCHES-OFF DIET by Dr. Irwin Maxwell Stillman. I understand the book is mine for only \$6.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

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