

# ONE-TIME-ONLY PRICE SLASH!

## SAVE ONE FULL DOLLAR on this One-Time-Only Offer!

Yes! Over 150,000 people have already paid \$5.98 for Dr. Glenn's extraordinary new book. Now, to liquidate stock, we offer you the same exact book, word for word in exactly the same binding, for only \$4.98 complete! A saving of one full dollar! But this offer will be made only

this one time in this paper! Paper prices are again rising, and we will not be able to repeat it again! Read the full details about this outstanding new book below! Take advantage of this one-time-only, full \$1 saving—TODAY!

If you have the determination to follow this world-famous physician's Final Diet, then

# You can lose 20, 40, 60, 80 EVEN 100 pounds and never gain an ounce of it back.

This is an entirely different kind of reducing ad—for an entirely different kind of reducing book. It is the **LAST** reducing book... the **LAST** reducing product you will ever have to buy in your lifetime—**IF** you have the determination to learn the **TRUTH** about permanent reducing, and stick to it!

Let us state the most vital fact over again. If you follow this Final Diet, you can lose 20-40-60-80-even 100 pounds and never gain an ounce back.

We are going to repeat this statement of fact, over and over in this advertisement, so you can never lose sight of it:

*If you follow this Final Diet, you can lose 20-40-60-80 even 100 pounds and never gain an ounce back.*

This is the essential fact. Here are the details.

**Medically Proven on Thousands Of Patients, It Can Give You A New Figure And A New Life—If You Follow It So Religiously That You Eat When It Says Eat Even If You're Not Hungry!**

What this book gives you is a strict and precise diet—which carefully and scientifically controls your every eating moment—but which has the surprising result of making many of your weight-loss problems far less difficult than you ever dreamed!

Here are a few of these "pleasant surprises":

Although, of course, this diet forces you to eat less food overall, it may actually force you to eat **MORE** food at certain times of the day. For example, if you are like most overweight people, you are simply going to have to eat **MORE** for breakfast, whether you want it or not. And this diet allows you **OVER THIRTY** different kinds of snacks—one between every meal, and one every night before bed.

*There is no longer any need to try to STARVE yourself into a weight loss. Because when you follow this Final Diet, you can lose up to 100 pounds, and never gain an ounce of it back.*

Certain foods, of course, are omitted. But certain other, surprising foods are quite actively included. For example, you are allowed ice cream up to three times a week. (Watch your friends eyes pop open when they see you eating that delicious ice cream dessert—and you **STILL** shed inches and pounds!)

And, at the same time, you'll have sandwiches for lunch, and, if you wish, a cocktail before dinner and wine with it.

And very important—if you overeat one day, then you are simply **NOT** permitted to cut back on your food the next day to "make up" for it! This is the fatal mistake most dieters make that destroys their diet. Instead, you eat **YOUR FULL DIET** the next day, and forgive yourself, and go on losing weight.

**Is Your Weight Unevenly Distributed? Are You Afraid That Dieting Will Make Your Face Look Older? Do You Over-Eat At Parties?**

**Here Are Medical Solutions To These Problems:**

*And—again—with this Final Diet, you can lose up to 100 pounds and never gain an ounce of it back.*

Now let us examine some of the remarkable side effects of this diet:

In the first place, because of the scientific nature of this diet, it has proven—in case after case—to be of special help to men and women whose excess fat is primarily on or below the waist.

Secondly, because this diet is **NOT** a crash diet, **NOT** a torture diet, it does **NOT** cause the skin of your face to collapse, wrinkle and furrow in that terrible way that crash diets so often do.

*On the contrary, if you follow this Final Diet precisely, your face can look younger from almost the very first week. And you can lose 20-40-60-80-even 100 pounds. And never gain an ounce of it back.*

And you will be able to lose this weight, and keep it off, despite all the "social eating and drinking" everyone of us must do every week of our lives! Because this is the first diet you have ever seen that gives you specific techniques for dealing with these "food traps". That allows you to **SEEM** to eat and drink as much as your friends, when you are

really **LOSING POUNDS AND INCHES** at the same moment they gain them!

**Many Patients Found This Approach So Effective That They Lost Twice As Much Weight As They Had Originally Hoped To**

Let us make this perfectly clear. The first thing you do when you receive this book, is write down the exact amount of weight you want to lose inside it. 10-20-40 pounds—or more. It make no difference.

Then, you begin the diet. But with **THIS** thought:

Every one of the thousands of successful patients before you, has also written down what they wanted to lose. But once they learned these new eating habits, many of them simply went **FAR BEYOND** that first weight-loss figure!

For example, one man wanted to lose 10 pounds, and be as thin as he was five years before. But as the fat melted away from his body, he decided to **GO ON** and lose 20 pounds, and be as slim as he was on the first day he was married.

Why, did these patients decide to lose more and more weight? **FOR THE VERY SAME REASON THEY DO NOT PUT THIS WEIGHT BACK ON AGAIN!** Because by following this diet precisely, these men and women **LEARNED NEW EATING HABITS**. They literally restrained their appetites! They destroyed fat-causing food patterns that had kept them overweight for years.

This was by no means easy — but they did it, and you can do it too! *And once you have done it, it will be practically impossible for you to eat in same old fat-causing way that you are eating today!*

*Once you follow this Final Diet precisely... then you must lose up to 100 pounds — and never gain an ounce of it back.*

**Prove It Yourself At Our Risk**

The choice is now yours. You have been on fad diets — easy diets — miracle diets. You have lost some weight! You have gained it right back again!

**Do You Want To Lose It For Good?**

There is no wardrobe in the world you can buy that will make you look as attractive. There is no pill in the world that will give you as much renewed energy, or add more healthy years to your life.

This is a book for people who mean business. If you mean business, send in the coupon today!

**LEARN THESE STARTLING MEDICAL FACTS!**

- The one fatal **TIMING** mistake that makes most people fat (90% of all overweight people do it). Not what you eat but how you eat. See page 19.
  - The simple secret of making the same amount of food seem **TWICE** as much. See page 20.
  - How to stop smoking without gaining weight. See page 25.
  - How to make artificial sweeteners go twice as far. See page 125.
  - Twenty-seven **Escape-Value** foods, that you can eat in any reasonable quantity. See page 120.
  - "Skim Shakes"—delicious, satisfying, non-fattening snacks. See page 114.
  - Eat this delicious food, and will your "uncontrollable" craving for sweets. See page 122.
  - **Scientific Weight-Loss Charts**—the exact amount you can expect to lose each week. And why—as has often happened—if you lose twice or even three times the expected amount in the first week or two, you must consider this a lucky bonus, and guard against going off the diet the very next week!
- A strict diet in a strict book? Yes! **BUT ONE THAT PRODUCES RESULTS!** That gets you off the weight-loss weight-gain see-saw for good! Prove it yourself, today entirely at our risk.



**OVER 150,000 COPIES ALREADY SOLD**

*Why such run-away sales? BECAUSE IT WORKS! Read the thrilling details on this page! Try it—entirely at our risk!*

About The Author:  
**DR. MORTON B. GLENN:**  
Dr. Glenn is past-president of the American College of Nutrition. He has served as medical consultant to the U.N. and president of the food and Nutrition Council of Greater New York.

**SAVE \$1 WITH THIS COUPON!**

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Gentlemen: Please rush me the brand new edition of Dr. Glenn's amazingly new book, **HOW TO GET THINNER ONCE AND FOR ALL**. I am enclosing not the usual price of \$5.98 but only \$4.98 complete! I understand this book is fully guaranteed. If this book does not do everything you say... If I am not completely delighted within 10 days, I will return the book for full money back at once.

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