

Revealed at last by one of America's most successful weight-reducing doctors,  
a simple plan of hearty eating and gentle body toning that

# Turns up your "Digestive Furnace" and burns flab right off your body!

From the office of the "body-slimming specialist" whose patients have lost from 26 pounds to 148 pounds each, without a single moment's hunger!

A doctor who is so successful—who has produced so many incredible weight losses for men and women of all ages—that new patients are often forced to wait as much as several months to see him!

And—most astounding of all—a doctor who forces his patients to lose weight by eating! By eating three full meals a day—all with second helpings, and with "fill-em-up snacks" at bedtime (if they still have room for them)!

Because this doctor has discovered an "upside-down" way to reduce! A way to lose weight (to repeat this all-important fact once again) by eating, and not by starving! Because the foods he feeds you—and the simple "body-toning exercises" he recommends for you—automatically make your "inner furnace" burn hotter—so that flab turns into fuel—and you can lose 20... 40... 60... 80... even 100 or 120 ugly pounds in the most delightful way you've ever dreamed possible!

**Revolutionary? Yes! Controversial? Yes!  
But It Works! Hundreds Upon Hundreds Of  
Personal Patients Follow This Simple Plan  
Every Month! AND We'll Let You Prove At  
Our Risk That It Can Work For You!**

So here it is: A new way to lose the kind of weight you've always thought it was possible for you to lose. And do it—not by starving—but by eating as much as you want wisely!

Yes, this is a diet—an eating diet! That forces you to eat at dinner, even though you may actually feel full from breakfast and lunch and the hearty snacks you've had in between!

Yes, there are certain foods you can't eat, because they're poison for your weight. But this doctor says you back for passing by those "poison foods"—by letting you take another second helping of other foods you love instead! And you keep right on burning off the weight!

Yes, you have to stick to the diet every day if you want to keep on melting off those pounds. And you have to stick to the diet even if you've lost 40 or 60 or 80 or 100 pounds—so you can keep that weight off for good! But who wouldn't want to stay on a diet that lets you fill up your plate with delicious delicacies over and over again! And snack in the morning! Snack in the afternoon! Snack delightfully every night before you go to bed!

**And One Extra Point: This Diet Has A Second  
Giant Benefit For You! It Drains THE EXCESS  
FLUID Out Of Your Body, That You May  
Never Have Been Able To Lose Before!**

This second way of evaporating ugly flab from your body is perhaps equally as important as the first. For medical science now knows that a huge portion of those ugly bulges on your waistline, hips, thighs, buttocks and elsewhere is nothing but plain trapped water! And that even

## ABOUT THE AUTHOR

Doctor Ernest R. Reinsh entered University of Nebraska in 1917, received Bachelor's Degree in 1921; Doctor of Medicine in 1923.

Doctor Reinsh interned and has been associated with Providence Hospital, Detroit since graduation and has been in continuous practice except for the interruption of three and one half years as a Medical Officer in U.S. Navy.

Professional Memberships: Wayne County Medical Society, Michigan State, American Medical Association and Society of Abdominal Surgeons.

The interest in the problems of obesity was accentuated when patients came from the corners of the earth, such as Australia, South Africa, Europe, England, Sweden and South America.



when you melt away the fat itself, too much bulge remains until you get the trapped water out with it!

You probably already know this. But did you know that most of the ways you use to lose weight today—most of the so-called "diet foods" you use to try to starve that weight off your body—actually increase the amount of trapped water in your tissues!

This includes the Number One "reducing fruit," eaten by millions of men and women when they want to go on a "crash diet"—and that is so effective at retaining water in the body that the armed forces uses it to keep men from bleeding to death when they have no plasma handy!

This also includes the Number One "reducing cheese"—and the Number One "reducing hot drink"—and every single one of the so-called "no-calorie" or "low-calorie" soft drinks! They are all "super water holders"! And unless you know when and how to use them—and when not to use them at all—you'll simply swell up like a balloon, even if you're conscientiously starving yourself twenty-four hours a day!

**In Just Fifteen Minutes With His New Book,  
This Doctor Teaches You How To Drain Out  
That Excess Fluid—As Well As That Ugly Flab—  
And Do It Without Destroying Your Face!**

At this point, we must quote the doctor himself. Here is what he says: "The results of this diet will never be seen by your friends in sunken cheeks, hollow eyes, folds of unfilled skin, or other evidences of the typical starvation diet. If you stand before a mirror, you will have nothing but memory, and perhaps an old photograph, to tell you where you carried the weight before which has now disappeared."

At the same time, he also says:

"My patients find that soon enough their clothes will become frightfully loose; even their shoes become too big. If you stick to my diet, you might even have to have your bowling ball redrilled."

And he quotes patient after patient, like this:

"I am very happy with the results. I can wear a size 12 dress (was 20) or suit, and some size 10 dresses. Weight was 183, now 136... I feel 10 years younger too."

No wonder prospective patients wait as much as several months to see this man—to learn how they can lose 20... 40... 60... 80... 100 and even 120 pounds with a diet that forces them to eat and eat again—and that drains excess fluids right out of their bodies at the exact same time!

But YOU don't have to wait a single minute! All you need to do to try this revolutionary diet—AT OUR RISK—is simply send in the coupon below! It must work for you, or every single penny of your money back!

Why not start losing that ugly flab—for good—today!

MAIL NO-RISK COUPON TODAY

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