

If you have the determination to follow this world-famous physician's Final Diet, then you will LOSE AS MUCH WEIGHT AS YOU WANT 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... the **LAST** reducing aid you will ever have to buy in your entire lifetime—IF you have the determination to learn the **TRUTH** about permanent reducing, and stick to it!

This advertisement pulls no punches. It offers you no impossible dreams. It simply gives you a set of facts about permanent reducing—about taking off weight and **NEVER** putting it on again—that, though they are demanding, are also so thrilling that they may be hard to believe at first.

Let us state the most vital fact over again—right here:
If you follow this Final Diet, you will lose as much weight as you want... you will lose 20-40-60-80 — even 100 pounds... and never gain an ounce of it back.

We are going to repeat this statement of fact, over and over again (throughout this advertisement), so you can never lose sight of it.

If you follow this Final Diet, you will lose 20-40-60-80 — even 100 pounds, and never gain an ounce of it back.

This is the essential fact. Now let us go on with the details—

Let us introduce this puzzling fact right at the beginning.

What you are about to be given in this book is a strict and precise diet—which carefully and scientific-

ally 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 they could be!

MEDICALLY PROVEN ON THOUSANDS OF PATIENTS. IT WILL GIVE YOU A NEW FIGURE AND A NEW LIFE—IF YOU FOLLOW IT SO RELIGIOUSLY THAT YOU EVEN EAT WHEN IT SAYS TO EAT EVEN IF YOU DON'T FEEL HUNGRY!

Here are a few examples of the "pleasant surprises" you will find throughout this book:

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 over-weight 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 you go to bed.

There is no longer any need to try to **STARVE** yourself into a weight loss. Because, when you follow this Final Diet, you will quite normally lose 20-40-60-80—even 100 pounds a year—and never gain a single 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 with astonishment when they see you eating that delicious ice cream dessert—and **STILL** shedding 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. In other words, there's no punishment in this diet — only scientific eating.

And—very important—if you make a mistake one day (as this doctor **KNOWS** you're going to make mistakes), and over-eat, then he simply does **NOT** permit you 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, he forces you to 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 HABITUALLY OVER-EAT AT PARTIES? THEN HERE AT LAST ARE MEDICAL SOLUTIONS TO EACH OF THESE PROBLEMS.

And—to repeat again—when you follow this Final Diet, you will lose exactly as much weight as you wish... you will lose 20-40-60-80 — even 100 pounds... you will never gain an ounce of it back.

Now let us examine some of the quite remarkable side effects of this diet—documented bonus-benefits that no crash-diet on earth, for example, could ever get you.

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 torturer 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 will look younger from almost the very first week. And you will lose exactly as much weight as you wish... you will lose 20-40-60-80 — even 100 pounds... you will never gain an ounce of it back.

And you will be able to lose this weight, and keep it off, despite the parties you attend—despite the business or club luncheon and dinners—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 each one of these "food traps". That allows you to satisfy yourself AND your diet AND your companions—without calling the slightest attention to the fact that you are dieting, and by actually allowing you to

SEEM to eat and drink as much as they are, when you are really **LOSING POUNDS AND INCHES** at the very same moment that they are gaining them!

About The Author: DR. MORTON S. GLENN

Dr. Glenn is President of the American College of Nutrition. He has served as medical consultant to the U.N. and as President of the Food and Nutrition Council of Greater New York. In addition to his private practice, he is chief of the Obesity Clinic at Knickerbocker Hospital, of the Morrisania Nutrition Clinic, New York City Department of Health, of the Kips Bay Obesity Clinic, New York City Department of Health.

Yes, even if you attend another business lunch, every day of the week, when you follow this Final Diet, you will lose exactly as much weight as you wish... you will lose 20-40-60-80 — even 100 pounds... you will never gain an ounce of it back.

In Fact—

MANY PATIENTS FOUND THIS APPROACH SO EFFECTIVE THAT THEY LOST TWICE AS MUCH WEIGHT AS THEY HAD ORIGINALLY HOPED TO! HERE'S HOW THEY KEPT THAT WEIGHT OFF. AND WHY YOU WILL, TOO.

The proof of this diet, of course, is in the results it produces for YOU. That is why we allow you to read it from cover to cover **AT OUR RISK**, and why you can try it for thirty full days thereafter without gambling a penny.

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, right inside it. This may be 10 pounds — 20 pounds — 40 pounds or more. It makes no difference.

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

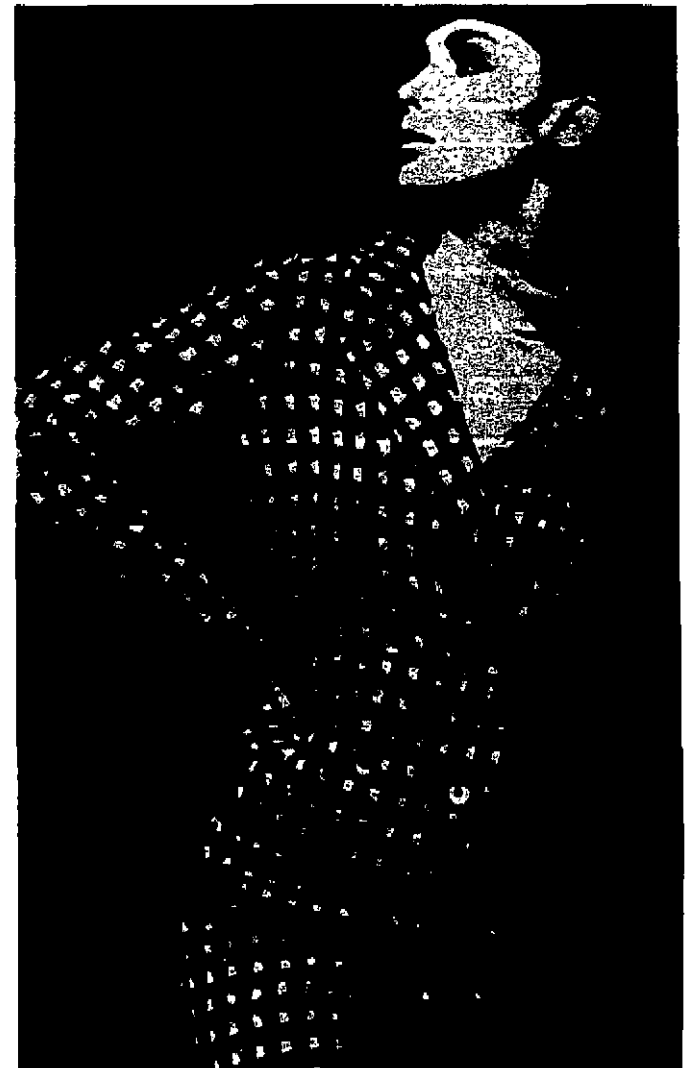
Every one of the thousands of successful patients who have traveled this road before you, have written down the figure that they wanted to lose. But once they got started—once they learned these new eating habits—many of them simply went **FAR BEYOND** the weight-loss figure they had first thought would be "perfection" for them!

For example, one woman patient wanted to lose 10 pounds, and be as thin as she was five years before. But as the diet developed, and the fat melted away from her body, she decided to **GO ON** and lose 20 pounds, and be as slim as she was on the first day she was married!

Why did these patients decide to lose more, and more, and even more weight? FOR THE VERY SAME REASON THAT THEY DID NOT PUT THIS WEIGHT BACK ON AGAIN! Because by following this diet precisely, these men and women **LEARNED NEW EATING HABITS**. They literally retrained their appetites! They destroyed the 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 the same old fat-causing way that you are eating today!

Once you follow this Final Diet precisely... once you put yourself



on the road to making these scientific new eating habits your guides to health and beauty... then you will lose exactly as much weight as you wish... you will lose 20-40-60-80—even 100 pounds... you will never gain an ounce of it back.

PROVE IT YOURSELF—ENTIRELY 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!

**NOW 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 and vitality, or add more healthy years to your life.

The choice is yours. This is a book for people who mean business. If you really mean business, cut out the coupon and send it in—at our risk today!

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SOME OF THE STARTLING MEDICAL FACTS YOU WILL DISCOVER IN THIS BOOK:

- The one fatal **THINNING** mistake that makes most people fat (80% of all over-weight people do it). Not in this case, what you eat, but how you eat it. See page 18.
- The incredibly simple secret of making the same amount of food **SEEM** TWICE as much. See page 20.
- The only effective way to handle tension-eating. See page 22.
- How to deal with the extra, after-meal stimulation you need if you've just stopped smoking. In other words, how to stop smoking without gaining weight. See page 25.
- How to make artificial sweeteners go twice as far. See page 120.
- Twenty-seven "Escape-Value" foods, that you can eat in any reasonable quantity. See page 120.
- "Thin-shoots" — delicious, satisfying, non-fattening snacks. See page 114.
- Eat this delicious food, and it will probably tell your "uncontrollable" craving for sweets, right on the spot! See page 122.
- How to drink with a friend (or friends) and never have him notice that you're dieting. See page 104.
- Scientific Weight-Loss Charts—detailing the exact amount that you can expect to lose each week with this diet. And why—as has often happened—if you lose twice as much as 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 is a strict diet? Not any more! **THIS** produces results! That gets you off the weight-loss, anti-gain see-saw! And that gives you complete aids to find, scientific reducing almost every step of the way. Prove it yourself! Try it at our risk—today!