

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 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 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 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.



**OVER
100,000
COPIES
ALREADY
SOLD**

About The Author: **DR. MORTON B. 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.

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 makes 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 woman wanted to lose 10 pounds, and be as thin as she was five years before. But as 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 weight? FOR THE VERY SAME REASON 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 discovered 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 . . . then you must lose up to 100 pounds—and never gain an ounce of it back.

PROVE IT TO 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!

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, 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 handle tension-eating. See page 22.
- 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-Valve 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 kill 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.

A strict diet in a strict book? Yes! BUT ONE THAT PRODUCES RESULTS! That gets you off the weight-loss, wait-gain see-saw for good! Prove it to yourself, today!

MAIL NO-RISK COUPON TODAY!

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