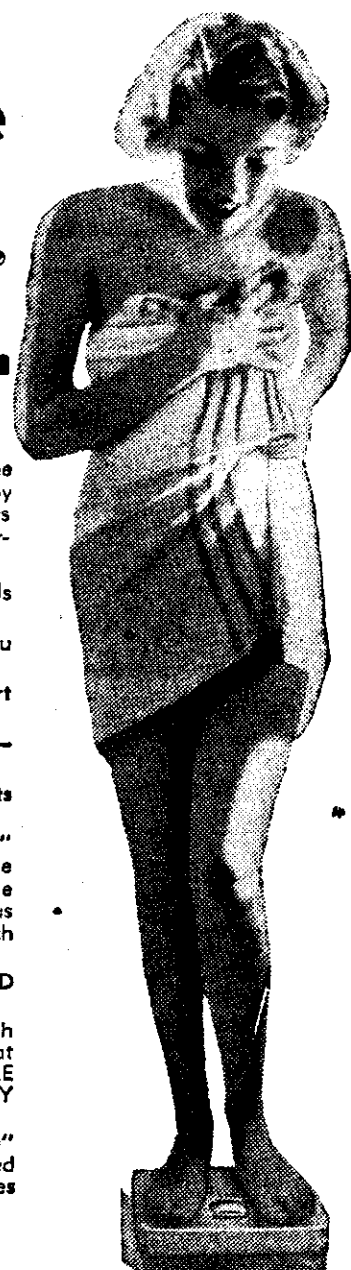


Frankly, this was written for lazy People who want to get slim who don't like to exercise who do like to eat!

Here is the "10-DAY MIRACLE DIET"

Average Overweight Person May Expect to
**Lose 5 to 10 Pounds in 10 Days, Yet Enjoy Better Health
Delicious Meals Every Day—No Exercise or Drugs!**



PARTIAL CONTENTS

of this Amazing American Home Instruction Course "EAT and get SLIM"

Showing How it Takes off the POUNDS and the BULGES.

I. The Sure Way to Reduce.

The "Lazy Way" to Lose Weight. How you can reduce quickly and safely—no exercise, no hunger pangs, no drugs, girdles or gadgets.

How Much Do You Want to Reduce—How Fast? Your choice of diets that reduce you rapidly or gradually, as you wish.

Counting Calories Isn't Enough. How to pick "galloping calories" that slim you faster.

Exercise Is a Practical Joker. Why exercise alone is a poor way to reduce.

No Drugs, No Sweat. Why you can ignore costly sweat baths, reducing drugs, dangerous fasting, etc.

II. Why You Don't Get Slim

Coffee, Tea, Cocoa, Milk, Water, Soft Drinks. How beverages affect weight control—with some surprises.

Cocktail Calories. The strange role of alcohol in building fat.

III. You Crack Down on Calories.

How Proteins Help You Get Slim. One secret of reduction without feeling hunger pangs or sacrificing vitality.

The Simple Arithmetic of Reducing. Easy way to set your calorie quota whether you're a housewife, factory worker, stenographer, etc.

These Diets Will Reduce You Safely. Best proportions of food elements assured by the new way of calorie-counting.

The Fastest SAFE Slimming Programme. Diet safeguards that make speedy weight reduction safe.

10-Day Miracle Diet. Safe way for average overweight person to lose 5 to 10 pounds in 10 days. Daily menus for 10 days.

Heartier Diets. 3 diets for losing 10 pounds a month. How to substitute other foods you like better. 2 "STAY Slim" diets.

Two-Minute Calorie-Counting Table. At-a-glance chart showing kinds of calories in 26 meat dishes, 4 kinds of milk, 13 fish, 10 kinds of cheese and egg servings, 41 vegetables, 20 pies, pastries, 17 fats, sugars, syrups, 7 nuts, 11 soups, 18 "little things," 15 beverages.

Split Your Quota Any Way You Like. Exploding the no-food-between-meals myth and the nothing-but-coffee-for-breakfast error.

IV. You Count Your Vitamins the Easy Way.

You Needn't Pay Extra for Vitamins. How to get all you normally need from foods alone.

Your Daily Vitamin Needs. Complete table showing units of A, B1, C, G and D needed daily for Adults, Adoles-

cents, Children, Infants and Pregnant Women.

Lightning Vitamin Calculator. Vitamin units in 78 common foods, in handy chart.

Cook Them Kindly. 9 simple rules to preserve vitamins in preparing foods.

V. Eat for Beauty, Charm.

No Pep, No Joy, No Friends. Is this you? Maybe you can remedy it—at the dinner table.

Skin You Love to Touch. How Vitamin A and other elements promote clear, beautiful skin.

Teeth You Love to Brush. Food minerals for healthy teeth.

The Diet Cure for Common Constipation. "Scare" warnings vs. truth.

HERE is the pleasant, sensible, scientific way to REDUCE. To see those unattractive bulges "smooth out" and disappear as if by magic. To enjoy the frankly admiring glances that a slim figure always attracts. This slenderizing miracle can be accomplished for the overweight quickly and safely. And, best of all—

WITHOUT starving yourself! (You'll eat delicious, satisfying meals every day, including a tasty breakfast.)

WITHOUT the drudgery of exercise! (You can be as lazy as you please.)

WITHOUT drugs, pills, or compounds! (They can definitely hurt your health and appearance.)

WITHOUT steam baths or massage! (So often they don't work—and they are usually terribly expensive.)

How then? By simply knowing certain up-to-date scientific facts about food-selection!

"Oh, of course," you may reply, "it's just a matter of calories." But IS it? Suppose you had to choose between a large glass of orange juice and half a sirloin steak? You would probably reach for the orange juice. Actually, the steak would give you 15 times as many precious ENERGY-stimulating units. Yet the total number of calories in each is roughly the same!

So you see it ISN'T "just a matter of calories." It is the KIND of foods the calories come from, that makes the big difference.

Some foods are high in fat producing calories. Others are high in energy stimulating calories. Science has discovered that if you eat the first kind of foods your body burns LESS ENERGY and stores MORE FAT, but if you eat the second kind your body burns MORE ENERGY and stores LESS FAT!

This simple scientific fact explains why most ordinary "dieting" fails . . . and why "The New Way to Eat and Get Slim" (as explained by Donald E. Cooley in his Home Study Slimming Course) produces such amazing results.

How Much Do You WANT to Lose?

Since no two persons are exactly alike, it is impossible to predict the exact number of pounds you will lose, on the "10-DAY MIRACLE DIET" given in this course. But the average overweight person can expect to lose 5 to 10 pounds in 10 days—even though the diet provides as much bulk as the average diet!

Then the course also gives you a diet for losing 10 pounds a month; and a "stay-slim" diet, so when you reach alluring slenderness you can stay there. You don't have to stick to each day's menu, either. Substitution Table gives you dozens of other meats and foods you may eat instead.

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(b) ☐ I enclose 40/-, the complete price of course.

I understand I may return the Course after 5 days if I am not completely satisfied and my money will be fully refunded.

NAME.....

ADDRESS..... RL 24/9/48