



BELIEVE IT OR NOT—the good meal shown here was chosen from the Knox Choice-of-Foods Chart and contains only 530 calories, which our dieter did not have to count up because the Chart figures the calories for you.

LOSE WEIGHT—STILL EAT REAL FOOD

...RE-TRAIN YOUR APPETITE... STAY SLIM



Why deny yourself the joys of good, solid food, when there's a sound reducing program that lets you choose foods you like from a simple list? This is the new Knox Eat-and-Reduce Plan.

Not a mere fad that switches you to a liquid "dietary" and denies you the pleasure of eating. Not a crash diet that takes off pounds too fast, lets your weight bounce back even faster. The new Knox Eat-and-Reduce Plan is based on the scientific fact that your appetite remains the real key to weight-control—gives it a chance to reduce its demands.

The Knox Drink helps with that. It's low in

calories and fits into both your "empty feeling" a half-hour before meals, and into your daily calorie allowance. As to calories—forget 'em! The new Knox Plan's Choice-of-Foods Chart figures them out for you.

Food can still be fun, living can be *more* fun, when you lose weight *for good* by gaining the habit of sensible eating. Write us today for our new booklet that gives you the Knox Eat-and-Reduce Plan in full.

**Mail this coupon for your NEW
Knox Eat-and-Reduce Plan today!**



Knox Gelatine, Inc.,
Johnstown, N.Y.,
Box FW-4

NEW—YOURS FOR THE ASKING! Please send me my new Knox Eat-and-Reduce Plan including Choice-of-Foods Chart and recipes for low-calorie gelatine dishes and the Knox Drink.

Name.....

Address.....