

NOT FOR ONLY A MONTH  
NOT FOR ONLY A YEAR...

# "I reduced for keeps"

"That is why I recommend the Knox Eat-and-Reduce Plan to all my overweight friends," writes Miss Rose Lee Grace, New York Nutritionist



"On November 26, 1954 I weighed 224 pounds—far above normal."

"Several months later I was 61 pounds lighter and happier."



"TODAY I am even 7 pounds lighter than when I finished the Knox Plan."

#### READ WHAT MISS GRACE WROTE TO US

"I am a restaurant meal planner. I know nutrition and I know that reducing and then gaining weight is a vicious cycle. I've been through it in the past. So when I read the Knox Eat-and-Reduce Plan book, with its Choice-of-Foods Charts, I realized it could really help me get down to normal weight and stay that way. I could see that it was safe, natural and practical. And it involved nothing but good food. I love good eating.

"I found it was easy and actually pleasant to follow, at home and at restaurants. I ate almost everything I like, including desserts, with three real meals a day and sometimes between-meal snacks. My job is not an easy one, and as my weight went down I felt no loss of energy. I felt better, physically and mentally.

"Well, a few months later I was 61 pounds lighter.

"And now comes the amazing part of it! Without conscious effort I had acquired the easy habit of balanced eating, without giving up any of my favorite foods or the pleasures of eating. Today, instead of being fat again, I am actually 7 pounds lighter than when I finished eating-by-plan."

#### SLIM DOWN FOR LIFE

Miss Grace's happy experience with the Knox Eat-and-Reduce Plan is typical of hundreds of thousands. Whether you would like to be 10 pounds lighter or 70 pounds lighter, the Knox Plan, different in many ways from any other, may help you—without hunger, discomfort or loss of energy. We suggest you read Miss Grace's statement again, then send for the free book described below.

**FREE**... the book more than 8 million have ordered

The new 1957 edition of the 36-page book that started Miss Grace to lasting slimness includes the now famous Choice-of-Foods Charts, gives delicious menu suggestions; 74 recipes and variations; your own weight-and-measurement chart; complete, detailed advice on safe, natural, enjoyable reducing; and the easy way to maintain slimness. Just mail this coupon and get ready for good news in your mirror.



#### MAIL THIS TODAY

Knox Gelatine, Johnstown, N. Y., Box FW-44.

Mail me my free copy of the new 1957 edition of the Knox Eat-and-Reduce Plan book with the Choice-of-Foods Charts.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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One of the keys to this modern reducing plan is the pleasant habit of drinking Knox Unflavored Gelatine in your favorite beverage. At your grocer's in either the 4-envelope family size or the 32-envelope economy size.

The Drake Hotel on beautiful Lake Shore Drive.



## Holiday- in-Chicago Recipe Contest



for TEEN-AGE Family Weekly readers

If you are 13 to 18 years old, you are invited to submit your favorite original recipe (one you have personally created) in FAMILY WEEKLY's exciting new Recipe Contest, the winner of which will be awarded a gala "Holiday in Chicago". The Prize Winner and a parent-approved chaperon, preferably a parent, relative, or teacher, will visit Chicago during the Christmas-New Year week as guests of FAMILY WEEKLY. Included will be:

1. Round-trip transportation from the city in which this newspaper is published.

2. Five gay days and nights at the fabulous Drake Hotel, Chicago headquarters for society leaders and stars of stage, screen, and television; includes luncheon at the Drake Hotel's internationally famous Cape Cod Room and an enchanted evening of dining and dancing in the Drake's glamorous Camellia House.

3. A visit as guest of honor to our Culinary Arts Institute, where FAMILY WEEKLY recipe pages are created, followed by lunch with Melanie DeProft and her staff in the 41-story Prudential Building, and a visit to the "Top of the Rock" observation tower.

4. Lunch at the famous Stockyards Inn, where presidential nominees have dined.

5. Interesting visits to Chicago's famous Adler Planetarium, Art Institute, Board of Trade Building ("The Pit"), Brookfield Zoo, Chicago Public Library,

Lincoln Park Zoo, Merchandise Mart (largest commercial building in the world), Museum of Science and Industry, Shedd Aquarium, and busy State Street's fine stores and theaters.



Camellia House: gourmet food, elegantly served.

In addition to the fabulous Grand Prize, a \$10 cash prize will be paid for each recipe selected for publication in FAMILY WEEKLY.

Entries in the FAMILY WEEKLY "Holiday-in-Chicago" Recipe Contest must be mailed to reach Culinary Arts Institute, 153 N. Michigan Avenue, Chicago 1, Ill., no later than Nov. 22, 1957. Be sure to include your name, address, and age. All entries become the property of Culinary Arts Institute, and decisions of the judges will be final.