



10 Years of Medical Research Reveals: WHAT FOODS TO EAT TO STEP UP YOUR VIGOR AND LIVE LONGER

In case after case Dr. Morrison has demonstrated that his simple, sensible nutrition program can produce dramatic results. It can do the same for you. Whatever your age... Dr. Morrison feels you can increase your vigor and your chances of a longer life through the amazingly simple program given you in this newly-published book.

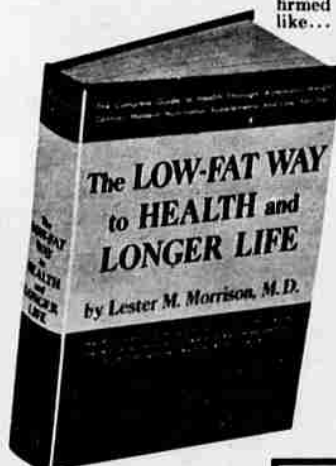
DR. LESTER M. MORRISON

has won top honors in his profession. He is President and Medical Director of Crenshaw Hospital in Los Angeles, senior officer in several others, and prominent in many national medical societies. His dramatic dietary results have been confirmed by leading authorities like...



THE LOW-FAT WAY TO HEALTH AND LONGER LIFE

By Lester M. Morrison, M.D., F.A.C.P.
famous nutrition authority



WILLIAM DOCK, M.D., F.A.C.P., Professor, N. Y. State School of Medicine

YALE J. KATZ, M.D., Associate Professor of Medicine, University of So. California School of Medicine

PAUL B. ROEN, M.D., F.A.C.P., Director Presbyterian Arteriosclerosis Clinic

LOUIS H. NAHUM, M.D., F.A.C.P., Professor, Yale School of Medicine

NILS P. LARSEN, M.D., F.A.C.P., Medical Director, Hawaiian Plantations Assoc.

FREDERICK STEIGMANN, M.D., F.A.C.P., Professor of Medicine, University of Illinois

Simply fill in and mail the coupon for a free-examination copy of this instructive book which gives you Dr. Morrison's complete nutrition program, including directions for automatic weight control, the use of modern food supplements, and low-fat diet. You will see...

- what foods improve your mental powers, step up your vigor
- how to use today's 3 sensational food supplements
- harmful food cravings and how to overcome them
- how to take the nuisance out of calorie counting
- 7 ways to lose weight and keep it lost—automatically
- how going on and off diets does more harm than good
- how to figure how long you'll live
- why you may be wasting money on vitamin pills
- how "growing old" can be postponed by years
- what the "easy, fast" reducing formulas don't tell you
- how your eyes, heels, elbows warn of arteriosclerosis
- how to "cook in" the good in foods you eat
- fantastic health miracles performed with the new wonder food—lecithin
- foods that keep older people from feeling their age
- how a low-fat intake keeps you off the sick list
- how food supplements guard against virus infections
- food secrets of people with outstanding vitality
- why getting fat is worse than being fat
- how alcohol can be beneficial in your diet
- 14 delicious, health-packed daily menus
- how to survive a heart attack to ripe old age
- the truth about tobacco and health
- how much fatty food is safe for you
- 5 "golden rules" of nutrition worth more than all the gold in the world

WHAT HAPPENED WHEN 893 "PROBLEM PATIENTS" USED THIS EASY-TO-FOLLOW NUTRITION PLAN

Here is part of Dr. Morrison's report on a controlled experiment recently conducted by one of America's great nutritionists. 893 men and women, in many kinds of poor health, had not responded to other treatment. They followed the same simple nutrition method you'll read about in this book. And then, as Dr. Morrison reports: "Gone was the weakness, the nervousness and many accompanying symptoms. Instead a sense of well-being, cheerfulness, a remarkable increase in physical and mental stamina was evident in a great majority of the cases. Physical movements became vigorous and youthful..."

What happened? These people simply received the CORRECT NOURISHMENT their bodies had craved for many years. See for yourself how to give YOUR Body the food that GUARDS your health, the food that BUILDS your health, the food that keeps your blood stream flowing clear.

MAIL THIS NO-RISK COUPON

BASIC BOOKS, INC.
151 No. Michigan Ave., Chicago 1, Ill.

Send me THE LOW-FAT WAY TO HEALTH AND LONGER LIFE, with the understanding that if I am not completely satisfied I can return it in ten days for FULL REFUND.

Enclosed is ☐ check ☐ money order for \$4.95.

Name.....
(PLEASE PRINT)

Address.....

City.....Zone.....State.....

TRIAL OFFER
YOU TAKE
NO RISK

Yours is the privilege of reading and testing Dr. Morrison's health-giving nutritional plan in your life... WITHOUT RISK. If you don't get a definite "lift"... a new sense of well-being... regain a lot of that wonderful vim and vigor you knew as a youngster... simply return the book within ten days for FULL REFUND.