People get fat simply because they overeat. Why do they overeat? Because they're hungry.

Why are they hungry? One of the reasons in healthy individuals is because their blood sugar level is low.

What raises the blood sugar level fastest and helps prevent overeating?

Sugar and the good things containing it!
**The Answer: Overeating**

Sugar Before Meals Raises Your Blood Sugar Level and Reduces Your Appetite

Overweight is caused by eating too much. It is not caused by any one food. Cutting down the total amount of food eaten is therefore the primary problem in reducing.

The Department of Nutrition of Harvard University’s School of Public Health, working in cooperation with the U.S. Public Health Service, has documented the simple fact that healthy people get hungry when their blood sugar level is low.

Sugar raises the blood sugar level faster than any other common food.* Hence, to keep from overeating, eat and drink the good foods and beverages that contain sugar. Taken before or between meals, sugar-containing foods or beverages reduce the appetite, make it easier to eat less of everything. This fact can be useful to the healthy person who has sound reason to reduce.

Sugar is assimilated into the blood stream and generates energy faster than any other food. It relieves hunger because it raises your blood sugar level almost immediately.

A sensible, workable reducing diet—one that doesn’t set you apart from others at mealtime—must include all of the basic foods needed for a balanced diet. You simply don’t eat as much of each—thanks to sugar beforehand, resulting in a high blood sugar level.

*Diabetics are exceptions in that the brain center which controls appetite has become less sensitive to the blood sugar level. Therefore, in the case of diabetics, the blood sugar level does not act to reduce the appetite until a greater amount of food is eaten.

Sugar Anytime Gives Quick Energy, Contains Surprisingly Few Calories

Lots of people have a weight problem—gaining, maintaining or losing. Some need a doctor’s care. If you are the average person, however, and yours is the common problem of diet vs. weight, then your first step is to eat every day the foods your body needs. A balanced diet means eating the right foods in the right quantities. It’s simple and safer, cheaper and easier than drugs or distasteful so-called “health” or “faddist” foods. The daily diet should include:

- **Proteins**—enough to carry on growth and replacement of the body’s tissues.
- **Fats**—enough to provide reserve fuel and act as carriers for certain fat-soluble vitamins.
- **Carbohydrates**—enough sugar and starch for growth and quick energy.
- **Vitamins**—enough to keep the body’s chemical reactions functioning properly.
- **Minerals**—enough to assist in the intricate reactions involving proteins, sugars and vitamins which provide the hundreds of specialized compounds that the body manufactures and uses.
- **Water**—enough to maintain body fluids, regulate body temperatures and wash away waste.

In terms of familiar foods, this means—

- Meat, poultry, fish, eggs, legumes—1 or 2 servings.
- Milk, cheese, ice cream—child, 3 to 4 glasses of milk; adult, 2 or more: (Part may be taken as cheese or ice cream or dishes made with milk.)
- Potatoes and other root vegetables and fruits—two or more servings.
- Green and yellow vegetables—one or more servings.
- Oranges, tomatoes, grapefruit, raw cabbages or salad greens—one or more servings.
- Enriched or whole-grain bread or cereals.
- Sugar, syrups or foods containing them.
- Butter or fortified margarine as customarily used.

Sugar and sugar-containing foods are included because they supply quick energy; they make other good foods more palatable; they contain surprisingly few calories—only 18 calories per teaspoonful of sugar; and they can be an important ally in the battle against obesity or overweight.
Don't try to lose more than two pounds a week.  
Don't weigh yourself more than once a week.  
Don't skip meals. Eat a good breakfast.  
Don't go hungry. Eat or drink something containing sugar.  
Don't expect to eat as much as when you were younger.  
But DO eat the right kinds of foods. (See page 3.)  
Don't give up. Anyone can reduce.

**Desirable Weights for Women**  
Ages 25 and Over

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<th>Height (with shoes)</th>
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<th>Medium Frame</th>
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**Desirable Weights for Men**  
Ages 25 and Over

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Remember—To Tame That Runaway Appetite, Eat or Drink Something With Sugar In It!

For additional copies write to Sugar Information, Inc., 52 Wall St., New York 5, N. Y.