YOU CAN LOSE UP TO 3 LBS. A WEEK WITH THIS KNOX REDUCING PLAN

AT YOUR GROCER'S
In 4-envelope family size
32-envelope economy diet size
You don’t have to spend time counting calories or worry about balanced meals with this diet!

THE KNOX CHOICE-OF-FOODS DIET CHART

DOES ALL THE WORK FOR YOU

As you look at the CHOICE-OF-FOODS DIET LISTS (shown on inside fold) you will quickly see that the foods you must eat are classified in 6 simple lists. The foods in amounts indicated in each of these lists are nutritional equals.

FOR EXAMPLE:

Under the Meat List you will find seven foods . . . each one having the same amount of protein, carbohydrate, fat and calories—

Meat and Poultry (beef, lamb, pork, liver, chicken)

Cold Cuts (salami, minced ham, bologna, liverwurst, luncheon loaf)

Frankfurter

Egg

Fish (haddock, flounder, bass, salmon, tuna, crab, lobster, shrimp, clams, oysters, sardines)

Cheese (Cheddar type, cottage)

Peanut butter

If yours is the 1200 daily calorie diet . . . and calls for 4 of the foods on the Meat List . . . just select any 4 of the foods you wish (in the quantity indicated) without thinking about calories and you can’t go wrong. The calories have already been counted for you when the list was prepared.

How Do You Get Started on the Knox CHOICE-OF-FOODS DIET?

FIRST, find your desirable weight on the following charts.

SECOND, determine the proper number of calories you need to lose weight. HERE’S HOW: Let’s say you are a woman 5’3” tall and have a medium frame; according to the table you should weigh 128 lbs. Now multiplying this by 10 you will have the recommended daily calories you should have to lose weight properly. 128 x 10 = 1280 calories.

THIRD, you’re ready to start diet, and begin planning your meals from the CHOICE-OF-FOODS DIET LISTS.

AN IMPORTANT PART OF THIS DIET IS THE KNOX HIGH-PROTEIN GELATINE DRINK

* It’s a wonderfully filling, refreshing “between-meal” drink

* It’ll curb your appetite, so you’ll be satisfied with less food

* It’ll give you additional Protein . . . a must in reducing and weight-watching diets

* See directions for making Knox drink—inside folder under “Between-Meal” snack list
FREE— the big new 36-page improved KNOX EAT-AND-REDUCE PLAN BOOK giving complete, detailed advice on safe, sound reducing. Also contains over 25 low-calorie recipes that will make it easy for you to plan interesting, appetizing meals with the foods allowed you on the KNOX CHOICE-OF-FOODS DIET LIST CHART you now have. For your copy write:

KNOX the REAL Gelatine—ALL PROTEIN—NO SUGAR

CHAS. B. KNOX GELATINE CO.
DEPT. SC-1, JOHNSTOWN, N. Y.