do you really want to lose weight?

then here's the KNOX EAT and REDUCE PLAN
IMPORTANT

Persons who must take off a great deal of weight should have the guidance of their doctors, as should those with diabetes or with diseases of the heart, blood vessels or kidneys.

* * *


Copyright 1961 KNOX GELATINE, Inc., Johnstown, N.Y.
DO YOU REALLY WANT TO LOSE WEIGHT? . . . then here's the Knox Eat-and-Reduce Plan

a human and "humanE" plan for taking off weight and keeping it off!

HERE'S A REDUCING PLAN that won't lick you before you start.

The trouble with most reducing plans is, they ignore the human factors.

It's you that you want to reduce—and, alas, you are no machine and no angel.

You're still going to be a person.

* * *

Another trouble is, most plans say you must do this or that for a few weeks, and then leave you out on a limb. So you probably start going right back to gaining weight again.
The Knox plan requires no drugs, no calorie counting, no starvation — and a minimum of character.

No Penitentiary Routine

The best thing about the KNOX EAT-AND-REDUCE PLAN is that it treats you like a human being. It doesn’t put you in jail or in a straight-jacket.

And while it reduces you, The Plan sets you up with a practical, nutritionally balanced diet program for a lifetime of pleasing slimness.

When you follow The Knox Plan you are sure of getting your daily requirements of:

- proteins
- vitamins
- minerals
- bulk
- proper proportion of liquid to solid fats

It even provides for three “sneak snacks” a day to brace you up and help you escape hunger discomfort.
Some Plans Are So Dull, Dull, Dull

Some reducing plans are as dull as dishwater (and about as tasty), so it’s your human nature to quit them after a short trial.

Some are so complex they call for a slide rule. Some are so drastic in cutting down nutrients they may be dangerous.

Some are so liquid and lacking in “bulk,” they may upset your digestion and regularity.

I’d reduce, but it bores me

But, thank goodness, the scientists at Knox Gelatine have come up with a plan for people—not angels. It’s as easy as pie (and as pleasant) for taking off weight at a safe rate (1 to 3 pounds a week).

It involves eating real food—not liquids . . . or pills.
May I say just one frank word?

Pardon, Let's Face It . . .
You Eat Too Much

Of course, at the base of the trouble of all overweight people is one unpleasant fact—their appetites are too big: they eat too much.

But you can't just tell them: *Eat less.*

How much less? Less of what? And it's no fun; how can it be made enjoyable? And where do I get that much fortitude?

The Knox Plan allows you to eat *and* reduce. You are allowed everything (or perhaps practically everything) you now eat. There are few taboos. You simply eat less of weight makers. The Plan helps you avoid them.

Don’t forget, your trouble is, you’ve been eating more rich food than your body burns up. So this surplus food has turned to fat. The Plan is: for a while eat fewer calories* and exercise more (see pages 29-30) until you force yourself to burn up your own excess fat.

*A calorie indicates the amount of energy a certain amount of food will supply.*
“Count Calories? Not ME!”

Here’s where you probably throw up your hands and yell “You mean I have to count calories?”

No, no calorie counting in the Knox Plan—at least not for you. The Knox experts have translated food calorie values into cups, teaspoons, slices, ounces, etc. (Even the ounces can be measured by “looks,” rather than scales, after the first few times.)

Count calories? I don’t even know how to catch them!

First Thing—What SHOULD You Weigh?

The Knox people, using studies made by life insurance companies, show you what your desirable weight should be for your height, age and type of bone structure.

Then they tell you how to figure the total calories you can have each day to reach your desired weight level in a reasonable length of time.

They give you a “Choice-of-Foods Chart” so you don’t have to count calories. Instead, you select foods you want from 7 lists which insure you a nutritionally balanced diet for the day. (Easy to grasp.) This “Choice-of-Foods Chart” is an adaptation of the “Food Exchange” system which doctors have used for years in prescribing nutritionally balanced diets.
Where Knox Gelatine Comes In

And then they give you a prop in the form of between-meal "snacks" three times a day. Before each meal or when you feel hungry you take an envelope of Knox Gelatine in fruit juice, nonfat dry milk, bouillon or water. Knox is a pure, sugar-free gelatine (flavored gelatines are over 85% sugar) which gives you a pick-up at the right time and gives you the protein which every reducing diet should include. It also helps to dull your appetite for the meal you are about to eat. And, in itself, the envelope of Knox contains only 28 calories.

When you start the Knox Eat-and-Reduce Plan, your family and friends won't see any difference in your meals, unless they notice you are taking smaller portions.
Knox Gelatine is of course a pure food protein—not a medicine. Science has long since established the value of protein in our daily diet. Protein is indispensable, and your body can't store it. You have to have a new supply of it at every meal to build and renew body tissues. And while a reducing diet can safely cut down on calories by restricting fats and carbohydrates, it must be careful to maintain the minimum daily supply of protein.

**JUST READING THIS BOOK WON'T BRING YOUR WEIGHT DOWN**

While the Knox Eat-and-Reduce Plan is as nearly self-operating as a reducing program can be, still a little will power helps. You can eat almost anything you
want, but you have to stick to smaller quantities for a while. (Then you can go happily on to a “stay-that-way” basis, which allows more. See Pages 27-28.)

Hooray! I'm promoted!

The hardest point will come when you have lost a few pounds and you see you can do it and are tempted to say “Well, if I can do it any time, why do it now?”

Then the thing to consider is whether your appetite has had a chance to scale down its demands. Give it a chance—by sticking to The Plan and to your sensible new eating habits. Because once you’ve re-trained your appetite, you’ve got your weight problem licked. Besides, you’ll soon begin to feel so good, it won’t be any trouble at all to keep at it.

Now, on the next pages are the steps of The Knox Eat and Reduce Plan in 1, 2, 3, 4 order:
1 decide on your desired weight

Set up a target. Look at the tables on the next two pages and decide what you **SHOULD** weigh.

Find yourself on one of these tables.

From this figure, you can start. This will indicate your daily calorie allowance. (But you don’t have to count calories; Knox helps you get around that.)

These two weight tables have been worked out by the Metropolitan Life Insurance Company. They want you to live long.
**WOMEN** (age 25 and over*)

Find your desired weight on this page

<table>
<thead>
<tr>
<th>HEIGHT (in shoes) 2” heels</th>
<th>WEIGHT IN POUNDS (in indoor clothing)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Small Frame</td>
</tr>
<tr>
<td></td>
<td>Medium Frame</td>
</tr>
<tr>
<td></td>
<td>Large Frame</td>
</tr>
<tr>
<td>Feet</td>
<td>Inches</td>
</tr>
<tr>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
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<tr>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
</tr>
</tbody>
</table>

*For girls between 18 and 25, subtract 1 pound for each year under 25.*
MEN (age 25 and over)

Find your desired weight on this page

<table>
<thead>
<tr>
<th>HEIGHT (in shoes) 1&quot; heels</th>
<th>WEIGHT IN POUNDS (in indoor clothing)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Small Frame</td>
</tr>
<tr>
<td>Feet</td>
<td>Inches</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

Note: Prepared by the Metropolitan Life Insurance Company. Derived primarily from data of the Build and Blood Pressure Study. 1959, Society of Actuaries.
Here's how to figure your daily calorie quota:

\[
\text{desired weight} \times 10 = ?
\]

For example, if you are a woman 5'3" tall and have a medium frame, you should, according to the table on page 10, weigh 110 to 122 lbs.

Multiply this by 10 and you will get approximately 1200—your recommended daily calorie quota to help you reach your desired weight.

If you are an "in-between," use the diet that is closest to your recommended daily calorie quota.

It is inadvisable to go on less than a 1200 calorie diet unless you are under a physician's care.
in your plan include an envelope of Knox Gelatine 3 times daily before meals or when you feel hungry

**WHY?**

These 3 “sneak snacks” of Knox Gelatine will do 3 things:

1. they’ll give you a little fresh start at a time you may feel rundown because of your decreased diet;
2. they’ll dull your appetite for the next meal to follow;
3. they’ll give you supplemental protein—a help in all reducing and weight-watching diets.
Drink a “sneak snack” 3 times daily—before meals, or when you feel hungry. Your Fruit List will suggest many pleasant variations on orange juice, with number of choices to count. Your “Protein Booster” Drink counts for one choice on your Milk List.

**COLD DRINKS**—Empty 1 envelope of Knox Gelatine in ½ cup of orange juice, other fruit or vegetable juices or water, not iced. Stir briskly. Drink quickly.

**HOT DRINKS**—Sprinkle 1 envelope of Knox Gelatine on ¼ cup cold water to soften. Add 1 bouillon cube and ¾ cup of boiling water. Stir until gelatine and bouillon cube are thoroughly dissolved. ¾ cup of any very hot broth or coffee may be used in place of bouillon.

**THE "PROTEIN BOOSTER" DRINK**—Use instant nonfat milk and mix 1 envelope Knox Gelatine with ¼ cup milk powder in an 8 or 10 oz. glass. Fill with cold water. Stir briskly until milk is dissolved. Drink quickly. When liquid skim or whole milk is used, empty 1 envelope of Knox in an 8 or 10 oz. glass of the liquid, stir briskly, drink quickly.
here's how to pick fine meals within your calorie limits

GET ON THE RIGHT TRACK

<table>
<thead>
<tr>
<th>Calories Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>blue line</td>
</tr>
<tr>
<td>red line</td>
</tr>
<tr>
<td>green line</td>
</tr>
<tr>
<td>orange line</td>
</tr>
</tbody>
</table>

On the following 7 pages, just look at your line and pay no attention to the others.

This is how you’ll learn how many choices you may have for your day in each of the 7 choice-of-foods lists. You may eat these foods any time of the day you wish . . . however, it’s advisable to divide them into 3 fairly equal meals.

The 7 lists are: Meats, Breads, Vegetables, Milk, Fats, Fruits, Miscellaneous.
**MEAT OR POULTRY** (fresh, frozen, canned, pickled or smoked)  
1 OZ. (cooked, boneless, and all fat removed) IS **ONE CHOICE**  
- Beef  
- Lamb  
- Pork  
- Veal  
- Chicken  
- Duck  
- Turkey  
- Liver  
- Tongue  
- Liverwurst

**FISH** (fresh, frozen, canned, smoked, and pickled)  
cooked and boneless  

<table>
<thead>
<tr>
<th>LIST A</th>
<th>LIST B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 OZ. is <strong>ONE CHOICE</strong></td>
<td>2 OZS. are <strong>ONE CHOICE</strong></td>
</tr>
<tr>
<td>Anchovies</td>
<td>Shrimp</td>
</tr>
<tr>
<td>Herring</td>
<td>Cod</td>
</tr>
<tr>
<td>Eel</td>
<td>Trout, brook</td>
</tr>
<tr>
<td>Bluefish</td>
<td>Frogs legs</td>
</tr>
<tr>
<td>Mackerel</td>
<td>Lobster</td>
</tr>
<tr>
<td>Salmon</td>
<td>Scallops</td>
</tr>
<tr>
<td>Sardines</td>
<td>Flounder</td>
</tr>
<tr>
<td>Shad</td>
<td>Clams</td>
</tr>
<tr>
<td>Swordfish</td>
<td>Crabmeat</td>
</tr>
<tr>
<td>Tuna fish</td>
<td>Haddock</td>
</tr>
<tr>
<td>Halibut</td>
<td>Perch</td>
</tr>
<tr>
<td>Whitefish</td>
<td>Oysters</td>
</tr>
</tbody>
</table>

**OTHER CHOICES** — 1 OZ. is **ONE CHOICE**  
- American cheese  
- Roquefort cheese  
- Blue cheese  
- Swiss cheese  
- Camembert  
- Cottage cheese (2 oz. is one choice)  
- Limburger cheese  
- Parmesan cheese  
- Gruyere cheese  
- Edam cheese  
- Liederkranz cheese  
- Egg (1 egg is one choice)
### Vegetable List

Make your choices from List A and List B. In addition, you can have as many Free Choices as you wish.

**List A**

<table>
<thead>
<tr>
<th>Diet</th>
<th>Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1200 Calorie Diet</td>
<td>1 choice</td>
</tr>
<tr>
<td>1500 Calorie Diet</td>
<td>1 choice</td>
</tr>
<tr>
<td>1800 Calorie Diet</td>
<td>1 choice</td>
</tr>
<tr>
<td>2400 Calorie Diet</td>
<td>1 choice</td>
</tr>
</tbody>
</table>

For these foods, 1/2 cup is one choice:
- Beets
- Onions
- Pumpkins*
- Squash (winter)*
- Brussels sprouts
- Collards*
- Dandelion greens*
- Parsnips

**List B**

<table>
<thead>
<tr>
<th>Diet</th>
<th>Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1200 Calorie Diet</td>
<td>1 choice</td>
</tr>
<tr>
<td>1500 Calorie Diet</td>
<td>1 choice</td>
</tr>
<tr>
<td>1800 Calorie Diet</td>
<td>2 choices</td>
</tr>
<tr>
<td>2400 Calorie Diet</td>
<td>2 choices</td>
</tr>
</tbody>
</table>

For these foods, this amount equals one choice:
- Peas, dried, cooked
- Beans, dried, cooked
- Lentils, dried, cooked
- Lima beans, fresh, cooked
- Lima beans, frozen, cooked
- Baked beans (no pork)
- Green peas, fresh, frozen, canned
- Kernel corn
- Corn on cob
- Potato, white, diced
- Mashed potato
- Sweet potato or yams*
- Sweet potato, mashed*
- Potato

**Free Choices**

- Asparagus
- Broccoli*
- Cabbage
- Cauliflower
- Celery
- Chicory
- Endive
- Green beans
- Wax beans
- Cucumber
- Escarole
- Eggplant
- Lettuce
- Mushrooms
- Okra
- Pepper
- Radishes
- Beet greens*
- Swiss chard*
- Kale*
- Mustard greens*
- Spinach*
- Turnip greens*
- Sauerkraut
- Summer squash
- Tomatoes
- Tomato juice
- Water cress
- Carrots*
- Turnips

*These are rich in Vitamin A. Select one every other day.
bread list
Whole grain, Enriched, Restored or Converted

1200 CALORIE DIET — 2 choices
1500 CALORIE DIET — 3 choices
1800 CALORIE DIET — 5 choices
2400 CALORIE DIET — 6 choices

This amount equals ONE CHOICE

Bread 1 slice
Biscuit, 2 1/2 inch 1/2
Plain roll, small 1
Cornbread 1 1/2 inch cube
Muffin, 2 3/4 inch 1/2
English muffin 1
Melba toast, 3 1/2 inch x 1 1/2 inch 4
Cereals, cooked 1/2 cup
Cereals, dry, puff, flakes, shredded 3/4 cup
Pancake, 4 inch 1
Spaghetti, cooked 1/2 cup
Macaroni, cooked 1/2 cup
Noodles, cooked 1/2 cup
Rice, cooked 1/2 cup
Hominy grits, cooked 1/2 cup
Flour, raw 2 tablespoons
Matzoth, 6-inch diameter 1
1200 CALORIE DIET—2 choices

LIST A
Evaporated skim milk  \( \frac{1}{2} \) cup
Evaporated skim milk (reconstituted) 1 cup
Nonfat dry milk (reconstituted) 1 cup
Skim milk 1 cup
Nonfat buttermilk 1 cup

If you are on a 1200 calorie diet but prefer whole milk, you can substitute 1 cup of whole milk for 1 milk list A choice but you must also subtract 2 fat choices.

This amount equals ONE CHOICE

LIST B
Evaporated whole milk  \( \frac{1}{2} \) cup
Evaporated whole milk (reconstituted) 1 cup
Whole milk—fresh 1 cup
Whole milk buttermilk 1 cup

If you prefer to make your choices from milk list A, select 2 extra choices from the fat list for each milk choice.

Use the milk in your meal plan to drink, or in coffee or on cereal or with other foods.
### Fat List

<table>
<thead>
<tr>
<th>1200 Calorie Diet — 5 choices</th>
<th>1500 Calorie Diet — 5 choices</th>
<th>1800 Calorie Diet — 5 choices</th>
<th>2400 Calorie Diet — 6 choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peanut butter 1 tablespoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Butter 1 teaspoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fats and oils for cooking 1 teaspoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Margarine 1 teaspoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salad dressing, plain, commercial 2 teaspoons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>French dressing 2 teaspoons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mayonnaise 1/2 tablespoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avocado 1/4 cup</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bacon 1 strip</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cream, light (sweet or sour) 2 tablespoons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cream, heavy 1 tablespoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cream cheese 1 tablespoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knox Butter Spread* 2 teaspoons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knox Low Calorie Cooked Salad Dressing* 4 tablespoons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts, mixed 6 small</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olives 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts, chopped 1 tablespoon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You may use fat choices any way you wish—as a spread or for seasoning, or in dressing vegetables—but count the fat so used as part of your total allowance for the day.

*See recipe section
fruit list

Use fresh, canned (water packed) or dried fruit and fresh, canned or frozen juices (without added sugar).

<table>
<thead>
<tr>
<th>1200 CALORIE DIET — 2 choices</th>
<th>1500 CALORIE DIET — 2 choices</th>
<th>1800 CALORIE DIET — 2 choices</th>
<th>2400 CALORIE DIET — 2 choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE CHOICE</td>
<td>ONE CHOICE</td>
<td>ONE CHOICE</td>
<td>ONE CHOICE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fruit</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple, cubed</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Apple, small</td>
<td>1</td>
</tr>
<tr>
<td>Apple juice and cider</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Applesauce</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Apricots, dried</td>
<td>4 halves</td>
</tr>
<tr>
<td>Apricots, fresh medium</td>
<td>2</td>
</tr>
<tr>
<td>Apricot nectar</td>
<td>1/3 cup</td>
</tr>
<tr>
<td>Banana, medium</td>
<td>1/2</td>
</tr>
<tr>
<td>Banana, sliced</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Blackberries</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Blueberries</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Cantaloupe, 6 inch</td>
<td>1/2</td>
</tr>
<tr>
<td>diameter*</td>
<td></td>
</tr>
<tr>
<td>Cherries, raw</td>
<td>10</td>
</tr>
<tr>
<td>Cherries, canned</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Dates</td>
<td>2</td>
</tr>
<tr>
<td>Fig, medium</td>
<td>1</td>
</tr>
<tr>
<td>Grapefruit, small*</td>
<td>1/2</td>
</tr>
<tr>
<td>Grapefruit juice*</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Grapes</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Grape juice</td>
<td>1/4 cup</td>
</tr>
<tr>
<td>Honeydew melon</td>
<td>1 section, 7&quot; x 2&quot;</td>
</tr>
<tr>
<td>Mango, medium</td>
<td>1/2</td>
</tr>
<tr>
<td>Nectarines</td>
<td>2 small</td>
</tr>
<tr>
<td>Orange, small*</td>
<td>1</td>
</tr>
<tr>
<td>Orange juice*</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Papaya*</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Peach, medium</td>
<td>1</td>
</tr>
<tr>
<td>Pear, small</td>
<td>1</td>
</tr>
<tr>
<td>Pear, canned</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Pineapple</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Pineapple juice</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Plums, small</td>
<td>2</td>
</tr>
<tr>
<td>Prunes, dried, medium</td>
<td>2</td>
</tr>
<tr>
<td>Prune juice</td>
<td>1/4 cup</td>
</tr>
<tr>
<td>Raisins</td>
<td>2 tablespoons</td>
</tr>
<tr>
<td>Raspberries</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Strawberries*</td>
<td>1 cup</td>
</tr>
<tr>
<td>Tangerine, medium</td>
<td>1</td>
</tr>
<tr>
<td>Tangerine juice</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Watermelon</td>
<td>1 cup</td>
</tr>
<tr>
<td>Cranberries, raw</td>
<td>1 cup</td>
</tr>
</tbody>
</table>

*These fruits are rich in Vitamin C. Select one of these daily.
miscellaneous food list

<table>
<thead>
<tr>
<th>Amount equals</th>
<th>ONE CHOICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar</td>
<td>4 teaspoons</td>
</tr>
<tr>
<td>Syrup, honey</td>
<td>4 teaspoons</td>
</tr>
<tr>
<td>Marmalade, jelly, jam</td>
<td>4 teaspoons</td>
</tr>
<tr>
<td>Carbonated beverages</td>
<td>6 oz.</td>
</tr>
<tr>
<td>Waffle (4½ x 5 x ½ inch)</td>
<td>½</td>
</tr>
<tr>
<td>Pop corn</td>
<td>1½ cups</td>
</tr>
<tr>
<td>Ice cream</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Sponge cake</td>
<td>2 inch sector of 8 inch cake</td>
</tr>
<tr>
<td>Plain cup cake (2¾” diam.)</td>
<td>½</td>
</tr>
<tr>
<td>Gingerbread</td>
<td>1 inch square</td>
</tr>
<tr>
<td>Graham crackers</td>
<td>3</td>
</tr>
<tr>
<td>Saltines (2” square)</td>
<td>4</td>
</tr>
</tbody>
</table>

Note: It is unwise to choose too many of the sweet foods.

OR YOU CAN HAVE ADDITIONAL CHOICES FROM THE BASIC FOOD LISTS

<table>
<thead>
<tr>
<th>Amount equals</th>
<th>ONE CHOICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oyster crackers</td>
<td>15</td>
</tr>
<tr>
<td>Doughnut</td>
<td>½</td>
</tr>
<tr>
<td>Cookies, wafers (2½” diam.)</td>
<td>3</td>
</tr>
<tr>
<td>Coconut, shredded</td>
<td>3 tablespoons</td>
</tr>
<tr>
<td>Cranberry sauce</td>
<td>2 tablespoons</td>
</tr>
<tr>
<td>Salami, bologna</td>
<td>½ oz.</td>
</tr>
<tr>
<td>Frankfurter (9 per pound)</td>
<td>½</td>
</tr>
<tr>
<td>Beer</td>
<td>6 oz.</td>
</tr>
<tr>
<td>Wines and Vermouth</td>
<td>3 oz.</td>
</tr>
<tr>
<td>Dry</td>
<td>1½ oz.</td>
</tr>
<tr>
<td>Sweet</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Whiskey, Gin, Rum</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Brandy, Vodka</td>
<td>1 oz.</td>
</tr>
</tbody>
</table>

One Miscellaneous Food List Choice Equals:

- Meat List 1 choice
- Vegetable List A 2 choices
- Vegetable List B 1 choice
- Bread List 1 choice

One Miscellaneous Food List Choice Equals:

- Milk List A 1 choice
- Milk List B ½ choice
- Fat List 2 choices
- Fruit List 2 choices
SAMPLE MENU
for one day based on 1200 calorie diet

This is the way that you will plan your menus each day.

**Step 1** List the number of choices from your color bar that appears at the top of each food list.

**Step 2** Make your selection of foods from each food list.

<table>
<thead>
<tr>
<th>Food List</th>
<th>No. of Choices</th>
<th>Selected Foods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat</td>
<td>6</td>
<td>1 egg, 2 oz. cottage cheese, 4 oz. steak</td>
</tr>
<tr>
<td>Vegetable List A</td>
<td>1</td>
<td>½ cup brussels sprouts</td>
</tr>
<tr>
<td>Vegetable List B</td>
<td>1</td>
<td>1 small potato</td>
</tr>
<tr>
<td>Vegetable List (Free Choices)</td>
<td>Unlimited number</td>
<td>spinach, celery, mixed greens, 1 cup tomato juice</td>
</tr>
<tr>
<td>Bread</td>
<td>2</td>
<td>1 small roll, 4 pieces of melba toast</td>
</tr>
<tr>
<td>Milk List A</td>
<td>2</td>
<td>2 cups skim milk, ½ cup evap. skim milk</td>
</tr>
<tr>
<td>Fat</td>
<td>5</td>
<td>1 teaspoon butter, 2 choices used with skim milk in order to have whole milk for lunch, 4 tbsp. Knox Low Calorie Salad Dressing, 2 tsp. Knox Butter Spread</td>
</tr>
<tr>
<td>Fruit</td>
<td>2</td>
<td>½ cup orange juice, 1 small apple</td>
</tr>
<tr>
<td>Miscellaneous Foods</td>
<td>1</td>
<td>1 slice of toast</td>
</tr>
</tbody>
</table>
Step 3 Arrange the foods you have chosen into a menu for the day.

**MENU**

**Breakfast**
- Orange juice with Knox Gelatine
- Scrambled egg (1) made with 1 tsp. butter
- Toast (1 slice) with butter
- Knox Butter Spread (1 teaspoon)
- Coffee with 2 oz. skim milk

½ hour before lunch
- Bouillon with Knox Gelatine

**Lunch**
- Cottage Cheese in Tomato Sauce
- Roll (1) Knox Butter Spread (1 teaspoon)
- Mixed green salad with 4 tablespoons Knox Low Calorie Salad Dressing
- Glass of milk

½ hour before dinner
- Tomato juice with Knox Gelatine
- Melba toast (4 pieces)

**Dinner**
- Broiled steak topped with mushrooms (4 oz.)
- Baked potato (1 small)
- ½ cup Brussels sprouts
- Celery curls
- Lemon Snow
- Coffee with 2 oz. skim milk

**Midnight Snack**
- ½ cup skim milk
- Apple (1 small)
(1) Each Knox Gelatine Recipe indicates the number of choices it counts per serving. When a recipe serving is listed as "Free Choice" it means that you may eat 1 serving without having to count it in your daily diet.

(2) Use the milk in your meal plan to drink, in coffee, on cereal, or with other foods.

(3) Serve vegetables plain or with part of the meat or fat choice for seasoning. You may wish to use the vegetables, milk, and meat choices together in your meal plan. This way you can make soups, stews, or other dishes in which you combine several foods.

(4) Guide to buying meat, poultry and fish:

a. Use 4 ounces of raw, lean and boneless meat or fish (such as liver or ground beef) to get a cooked 3 ounce serving (equal to 3 meat choices)

b. Use 5 to 6 ounces of raw meat with bone or fat to get 3 ounces of cooked lean meat.

c. The following are some examples of portions of meat that will usually be three meat units: 1 pork chop, 2 rib lamb chops, leg and thigh of a 3 pound chicken, half breast of chicken, 2 meat patties (2 inch diameter, ½ inch thick), 2 thin slices roast meat (each 3 inch x 3 inch x ¼ inch).
(5) Meat juices, with the fat removed, may be used with your meat or vegetables for added flavor.

**Non-Caloric Sweeteners**

Interesting and delicious menus can be arranged with very small amounts of sugar. However, should you crave additional sweetening, you may use non-caloric sweeteners in the amounts listed below.

1 tablet saccharin  
or  
1 tablet Sucaryl  
or  
½ tsp. Sucaryl solution  
or  
2 drops Sweeta

Equals the sweetness of 1 teaspoon of sugar

It is unwise to take more than a reasonable amount (equal to about 12 tablets) as the total in the day's meals.

Liquid non-caloric sweeteners may be added directly to the dissolved gelatine mixture.

Non-caloric sweetening tablets may be crushed and stirred into the dissolved gelatine mixture, or they may be dissolved in small amount of the liquid called for in a recipe, then added.
How To Stay THATaway

Once you have reached your desired weight level, you can start to live even better. You can step up your calorie intake to the next higher calorie diet. Remember, up to this point, the plan has been to burn up the excess fat you have been carrying. In short, you've been living practically off of yourself. You can now stop that, and begin eating to stay at the right weight level for the rest of your life.

You have re-trained your appetite and you have found a nutritionally balanced diet you can depend on. This is one advantage of the Knox Eat-and-Reduce Plan. It sets you on the right track, whereas most other plans help you reduce and then leave you on your own.
NOW, From Here On

Now, you can move up to the next higher calorie diet. For instance, if you were on a 1200 calorie diet—move up to the 1500 calorie diet for a month. If you continue to lose weight then move on up to the 1800 calorie diet. Keep moving up until you find the right calorie level to maintain your new weight.

If you find your weight increasing, go back at once to the next lower calorie diet.

Now you have a plan for a good slim life.

Knox Gelatine will give me a "stay-slim assist" for the rest of my life.
Exercise Helps All the Way

Exercise is good for you during and after reducing. You should have some every day. Start exercising when you start on the Knox Eat-and-Reduce Plan, and it will help make it go easier. After you’ve reduced, exercise will help replace flabby spots with firm muscle. Below are some exercises which will help you take off and firm up in various important regions.

TO EXERCISE WAIST MUSCLES

Twist yourself with feet apart. Follow back arm with eyes and head. Start with 25; work up to 50.

TO EXERCISE HIP MUSCLES

On hands and knees, try to touch nose with alternate knees. Then stretch each leg back and up—8 times. Then other. Repeat on each side 4 times.
TO EXERCISE THIGH MUSCLES
Throw one leg over the other. Rotate foot outward. Eight times with each leg.

TO EXERCISE ABDOMEN MUSCLES
Sit up, fold arms, round shoulders and lower the upper body to the floor. Roll up again. Five at first, work up to 20.

TO EXERCISE ABDOMEN MUSCLES
Slowly raise both legs. Slowly lower. Keep knees and legs straight.

TO STRENGTHEN ARMS AND IMPROVE BACK AND LEG FLEXIBILITY
Run on all fours. Run first with hands in place. Later, go across the floor.

TO EXERCISE ABDOMEN AND THIGH MUSCLES
Ride a bicycle on floor or bed.
Join R. A. (Reducers Anonymous) for Group Reducing

It's always easier to get a habit or to get rid of a habit if you join a group.
Companions in any effort buck you up—and make the effort more fun.
You get team encouragement, rather than having to depend on solitary self-discipline.
Ten to 12 members make an ideal workable group.
Advantages are group recognition and support, persuasion by fellow reducers, competition (maybe, even, small bets or prizes), group discussion.
Everybody weighs in, at first, and the group secretary keeps records of weights at weekly intervals.
Sometimes joint lunches or dinners may be had, to check menu experiences and swap success and hard luck stories.
One reducing group in an office started a "Slimming Sweepstakes" racing board. Each member was represented by a toy horse which advanced along a bulletin board “track” at the rate of pounds or ounces lost per week.

One woman achieved her desired weight loss of 11 pounds in 8 weeks. Another lost 15 pounds in 11 weeks. At the end of 43 weeks, summer vacation time, 8 of the 10 subjects had reached their desired weights. One who needed to lose 75 had lost 33.

Most members of groups lose faster at the beginning than in subsequent weeks. Plateaus begin to occur after about 6 weeks. It is during these plateaus that group encouragement is most needed.

Stay as thin as you are—don’t let a thing ever change you
Here are 29 Knox Recipes that let you enjoy delicious gelatine dishes and still lose weight!

Salads, main dishes, desserts can all be enticing—easy to make—and fit into your choice of foods for the day when you follow this special selection of Knox Unflavored Gelatine recipes.

Many of these appetizing dishes are marked “Free Choice.” Others add to the variety of regular choices, and are marked as substitutes accordingly. All are simple to prepare when you keep in mind the following fundamentals of gel-cookery . . .

The “Key” to Gel-Cookery is making the basic gelatine mixture. It is just combining unflavored gelatine with a liquid to form a gel, and it is the first principle in making every type of unflavored gelatine dish. Turn the page to see how quickly you’ll learn this easy procedure . . .
How to make a Basic Gelatine Mixture

(IF RECIPE CALLS FOR 1 TABLESPOON GELATINE ALWAYS USE 1 ENVELOPE)

1. Soften 1 envelope Knox Unflavored Gelatine by sprinkling it on ½ cup of the cold liquid.*
2. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining liquid. (The amount called for in the recipe.)
4. Pour mixture into one large or individual molds.
5. Chill mixture in refrigerator until firm. This will take 3 to 4 hours.
6. When firm the basic gelatine mixture is ready to unmold and you have completed the fundamental step in Gel-Cookery.

*(If the recipe calls for 1 tbsp. or more of sugar it is not necessary to soften the gelatine in the liquid. Just mix the gelatine with the sugar and add the liquid.)
How variations on the Basic Gelatine Mixture result in the 5 types of gelatine dishes

An example of Simple Gels is Tomato Aspic. Tomato juice is used as the necessary liquid in making the Basic Gelatine Mixture. Other juices, sugar, solids, may be added to form a Simple Gel.

An example of Snows is Orange Snow. Make the Basic Gelatine Mixture with orange juice. Refrigerate until partially set. Add unbeaten egg whites, beat until light and fluffy and double in volume.

An example of Whips is Pineapple Whip. Basic Gelatine Mixture, made with pineapple juice, is removed from the refrigerator when partially set, beaten until light and fluffy and double in volume.

An example of Chiffons is Pumpkin Chiffon Pie. Milk and water are used in the Basic Gelatine Mixture; egg yolks are added and pumpkin stirred in. The mixture is cooked over medium heat; chilled until partially set, then folded into egg whites which have been stiffly beaten with sugar.

An example of a Whipped Cream Mixture is Bavarian Cream. Make the Basic Gelatine Mixture, adding egg yolks. Cook over boiling water, chill until partially set, then fold into stiffly beaten egg whites and sugar. Finally fold whipped cream into this.
Jellied Gazpacho

8 Servings

1 Serving Equals Free Choice

- 1 envelope Knox Unflavored Gelatine
- 1/2 cups water, divided
- 1 bouillon cube
- 1/3 cup vinegar
- 1 teaspoon salt
- 1 teaspoon paprika
- 1/2 teaspoon basil
- 1/4 teaspoon ground cloves
- 1/6 teaspoon Tabasco
- 1 clove garlic, minced, optional
- 2 tablespoons finely chopped onion
- 1/4 cup finely chopped celery
- 1/2 cup finely chopped green pepper
- 1 1/2 cups finely chopped fresh tomatoes
- Sour cream, optional *

1. Sprinkle gelatine on 1/2 cup of the water to soften.
2. Add bouillon cube. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining water, vinegar and seasonings.
4. Chill to unbeaten egg white consistency.
5. Fold in garlic, onion, celery, green pepper and tomatoes.
6. Cover and chill at least one hour.
7. Turn into soup cups or bowls. Garnish with sour cream if desired.*

*When sour cream garnish is used, count 2 tablespoons as 1 fat choice.

Variation: Top soup with grated cheese instead of sour cream.

When soup is topped with grated cheese, count 1 oz. cheese as 1 meat choice.
Jellied Tomato Broth

6 Servings  
1 Serving Equals Free Choice

1 envelope Knox Unflavored Gelatine  
1½ cups water, divided  
1½ cups tomato juice

½ teaspoon salt  
2 teaspoons whole mixed spices

1. Sprinkle gelatine on ½ cup of the water to soften.
2. Combine the remaining water, tomato juice, salt and spices; bring to a full boil.
3. Remove spices. (It is helpful to place whole spices in a tea ball, so that they can be removed without straining the broth.)
4. Stir in softened gelatine until dissolved.
5. Serve hot or chilled to soft jelly consistency.

Variation: Use 1½ cups canned tomatoes instead of tomato juice. Strain before adding softened gelatine.

Jellied Beef Bouillon

6 Servings  
1 Serving Equals Free Choice

1 envelope Knox Unflavored Gelatine  
3 cups water, divided

2 beef bouillon cubes  
2 tablespoons lemon juice

1. Sprinkle gelatine on ½ cup of the water to soften.
2. Add bouillon cubes. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining water and lemon juice.
4. Serve hot or chilled to soft jelly consistency.

Variation: Jellied Chicken Bouillon

Use chicken bouillon cubes instead of beef. Season with ½ teaspoon salt, ¼ teaspoon each pepper and mace instead of lemon juice.
**Tomato Aspic**

4 Servings

1. Sprinkle gelatine on 3/4 cup of the tomato juice to soften.
2. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining tomato juice and seasonings.
4. Turn into a 2-cup mold or individual molds and chill until firm.

**Perfection Salad**

6 Servings

1. Sprinkle gelatine on 1/2 cup of the water to soften.
2. Add non-caloric sweetener. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining water, vinegar, lemon juice and salt.
4. Chill to unbeaten egg white consistency.
5. Fold in cabbage, celery and pimiento.
6. Turn into a 3-cup mold or individual molds and chill until firm.

*See page 26 for kinds and amounts of sweeteners to use.*
Molded Autumn Salad

8 Servings 1 Serving Equals ½ Fruit Choice, ½ Fat Choice, ¾ Miscellaneous Food Choice

2 envelopes Knox Unflavored Gelatine 1½ cups diced unpeeled red apples
1/2 cup sugar 1/2 cups sliced white grapes
1/8 teaspoon salt 1/4 cup broken walnuts
2 1/4 cups water, divided
6 tablespoons lemon juice

1. Mix gelatine, sugar and salt together in a saucepan.
2. Add 1 cup of the water. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining water and lemon juice. Chill to unbeaten egg white consistency.
4. Fold in fruits and nuts.
5. Turn into a 5-cup mold and chill until firm.

Carrot Orange Salad

6 Servings 1 Serving Equals ½ Fruit Choice

1 envelope Knox Unflavored Gelatine 1/4 teaspoon salt
1/2 cup orange juice 1/2 cup shredded raw carrots
9 non-caloric sweetening tablets or 1/2 cup well-drained canned unsweetened crushed pineapple
equivalent* 1/2 cup drained orange sections, cut in pieces
1 cup water
3 tablespoons lemon juice or vinegar

1. Sprinkle gelatine on orange juice to soften.
2. Add non-caloric sweetener. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add water, lemon juice and salt.
4. Chill to unbeaten egg white consistency.
5. Fold in carrots, pineapple and orange.
6. Turn into a 3-cup mold or individual molds and chill until firm.

*See page 26 for kinds and amounts of sweeteners to use.
Green Salad Mold

6 Servings

1 envelope Knox Unflavored Gelatine
1 tablespoon sugar
1 teaspoon salt
½ teaspoon pepper
1¾ cups water, divided
¼ cup vinegar

1. Mix gelatine, sugar, salt and pepper thoroughly in a saucepan.
2. Add ½ cup of the water. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining water, vinegar and lemon juice.
4. Chill to unbeaten egg white consistency.
5. Fold in scallions, spinach, celery and carrots.
6. Turn into a 3-cup mold or individual molds and chill until firm.

Waldorf Salad

6 Servings

1 envelope Knox Unflavored Gelatin
½ cup sugar
½ teaspoon salt
1½ cups water, divided
¼ cup vinegar or lemon juice

1. Mix gelatine, sugar and salt thoroughly in a saucepan.
2. Add ½ cup of the water. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining water, vinegar or lemon juice.
4. Chill mixture to unbeaten egg white consistency.
5. Fold in diced apples, chopped celery and chopped nuts.
6. Turn into a 4-cup mold or individual molds and chill until firm.
Low Calorie Cooked Salad Dressing

2 1/2 Cups 1 Tablespoon Equals 1/4 Fat Choice

1 envelope Knox Unflavored Gelatine
2 teaspoons dry mustard
2 teaspoons salt
1/2 teaspoon paprika
2 eggs
2 cups water
2 tablespoons butter
4 non-caloric sweetening tablets or equivalent*
1/2 cup vinegar

1. Mix gelatine, mustard, salt and paprika thoroughly in top of double boiler.
2. Beat eggs and water together. Add to gelatine mixture. Add butter and non-caloric sweetener.
3. Cook over boiling water, stirring constantly until gelatine is dissolved.
5. Chill until slightly thickened.
6. Beat with a rotary beater until well blended.
7. Store, covered, in refrigerator. To serve, beat lightly with a fork.

*See page 26 for kinds and amounts of sweeteners to use.

Knox Butter Spread

192 Teaspoons 1 Teaspoon Equals 1/2 Fat Choice

1 envelope Knox Unflavored Gelatine
2 cups skim milk, divided
1 pound butter, softened
Few drops yellow food coloring, optional

1. Stir gelatine in 1/2 cup of the skim milk to soften.
2. Place over low heat and stir until gelatine is dissolved.
3. Gradually whip dissolved gelatine and remaining milk into softened butter with a rotary beater.
4. Blend in food coloring if desired.
5. Pack into 2 one-pound butter cartons or in oblong pans.
6. Cover and chill until firm.
Molded Avocado and Tuna

8 Servings 1 Serving Equals 3 Fat Choices and 1 Meat Choice

Avocado Layer
1 envelope Knox Unflavored Gelatine
3/4 cup water
1 large avocado, peeled and mashed (1 cup mashed)
2 tablespoons lemon juice
1/2 cup sour cream
1/2 cup mayonnaise
1 teaspoon salt
1/2 teaspoon Tabasco

1. Sprinkle gelatine on water to soften. Place over low heat and stir until gelatine is dissolved.
2. Remove from heat and chill to unbeaten egg white consistency.
4. Turn into a 9" x 5" loaf pan and chill until almost firm.

Tuna Layer
1 envelope Knox Unflavored Gelatine
1 1/4 cups water, divided
3 tablespoons lemon juice
1 teaspoon salt
1 can (6 1/2 or 7 oz.) tuna
1 cup diced celery
1/2 cup diced pimiento

1. Sprinkle gelatine on 1/2 cup of the water to soften.
2. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining water, lemon juice and salt. Chill to unbeaten egg white consistency.
4. Fold in remaining ingredients. Turn on top of almost firm avocado layer. Chill until firm.
Corned Beef and Slaw Salad

9 Servings

1 Serving Equals 3 Fat Choices and 1 Meat Choice

Cabbage Layer

1 envelope Knox Unflavored Gelatine 2 tablespoons lemon juice
2 tablespoons sugar ¼ cup vinegar
½ teaspoon salt 2 tablespoons chopped green pepper
1¼ cups water, divided 2 cups finely shredded cabbage

1. Cabbage Layer: Mix gelatine, sugar and salt thoroughly in a small saucepan.
2. Add ½ cup of the water. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining water, lemon juice and vinegar. Chill to unbeaten egg white consistency.
4. Fold in green pepper and cabbage. Turn into an 8-inch square pan and chill until almost firm.

Corned Beef Layer

1 envelope Knox Unflavored Gelatine ¼ cup minced onion
½ cup water ½ cup chopped sweet pickle
2 tablespoons lemon juice ½ cup diced celery
¼ teaspoon salt 1 can (12 oz.) corned beef, finely cut
¾ cup mayonnaise

1. Corned Beef Layer: Sprinkle gelatine on cold water to soften.
2. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in lemon juice and salt; cool. Gradually add mayonnaise.
4. Mix in remaining ingredients. Turn on top of almost firm first layer and chill until firm.
5. Unmold on board; cut into squares and place on serving platter.
Crab Meat Souffle Mold

6 Servings  1 Serving Equals 1/3 Milk List A Choice and 1 Meat Choice

1 envelope Knox Unflavored Gelatine  1/4 teaspoon paprika
2 cups skim milk, divided  2 tablespoons lemon juice
2 egg yolks  1 teaspoon prepared mustard
1 teaspoon salt  1 1/2 cups cooked flaked crab meat

1. Stir gelatine into 1/2 cup of the milk to soften.
2. Beat egg yolks, remaining milk, salt, paprika, lemon juice and mustard together.
3. Add to gelatine mixture.
4. Place over low heat, stirring constantly until gelatine is dissolved, about 5 minutes.
5. Remove from heat. Chill to unbeaten egg white consistency.
6. Fold in crab meat.
7. Turn into a 3-cup mold or individual molds and chill until firm.

Variation: Use 1 1/2 cups tuna instead of crab meat.
1 Serving Equals 1/3 Milk List A Choice and 2 Meat Choices.

Cottage Cheese in Tomato Aspic

6 Servings  1 Serving Equals 2/3 Meat Choice

1 envelope Knox Unflavored Gelatine  1 tablespoon grated onion
1/2 cup water  2 drops Worcestershire sauce
2 bouillon cubes  1/8 teaspoon pepper
1 1/2 cups tomato juice  1 cup cottage cheese

1. Sprinkle gelatine on water to soften.
2. Add bouillon cubes. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add tomato juice and seasonings.
4. Chill to unbeaten egg white consistency.
5. Blend in cottage cheese.
6. Turn into a 3-cup mold and chill until firm.
Deviled Egg Mold

6 Servings  1 Serving Equals 1 Meat Choice and 4 Fat Choices

1 envelope Knox Unflavored Gelatine  ¾ cup mayonnaise
½ cup water  1½ teaspoons grated onion
1 teaspoon salt  ¼ cup finely diced celery
2 tablespoons lemon juice  ¼ cup finely diced green pepper
¾ teaspoon Worcestershire sauce  ¼ cup chopped pimiento
½ teaspoon cayenne pepper  4 hard-cooked eggs, chopped

1. Sprinkle gelatine on water to soften.
2. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add salt, lemon juice, Worcestershire sauce and cayenne pepper. Cool.
5. Turn into a 3-cup mold or individual molds and chill until firm.

Jellied Meat Salad

4 Servings  1 Serving Equals 2 Meat Choices and ¼ Vegetable List B Choice

1 envelope Knox Unflavored Gelatine  1 teaspoon grated onion
1⅛ cups water, divided  1 cup finely diced cooked meat
2 bouillon cubes  ½ cup diced celery
1½ tablespoons lemon juice  ½ cup cooked or canned peas, drained

1. Sprinkle gelatine on ½ cup of the water to soften.
2. Add bouillon cubes. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining water, lemon juice and onion.
4. Chill to unbeaten egg white consistency.
5. Fold in meat, celery and peas.
6. Turn into a 3-cup mold and chill until firm.
7. Cut into slices and serve on crisp lettuce.
### Chicken Pineapple Mold

<table>
<thead>
<tr>
<th>6 Servings</th>
<th>1 Serving Equals 2 Meat Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 envelope Knox Unflavored Gelatine</td>
<td>1 teaspoon salt</td>
</tr>
<tr>
<td>1¾ cups chicken stock, divided*</td>
<td>2 tablespoons lemon juice</td>
</tr>
<tr>
<td>1 non-caloric sweetening tablet or equivalent**</td>
<td>½ cup canned unsweetened pineapple, diced</td>
</tr>
<tr>
<td></td>
<td>1¼ cups cooked, diced chicken</td>
</tr>
</tbody>
</table>

1. Sprinkle gelatine on ½ cup of the chicken stock to soften.
2. Add non-caloric sweetener. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining chicken stock, salt and lemon juice.
4. Chill to unbeaten egg white consistency.
5. Fold in pineapple and chicken.
6. Turn into a 3-cup mold and chill until firm.

*Use 2 chicken bouillon cubes and 1¾ cups water instead of chicken stock, if desired.

**See page 26 for kinds and amounts of sweeteners to use.

### Salmon in Tomato Aspic

<table>
<thead>
<tr>
<th>6 Servings</th>
<th>1 Serving Equals 2 Meat Choices</th>
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<tr>
<td>1 envelope Knox Unflavored Gelatine</td>
<td>½ teaspoon whole mixed spices</td>
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<tr>
<td>1 cup water, divided</td>
<td>1½ cups flaked canned salmon</td>
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<tr>
<td>¾ cup tomato juice</td>
<td>¼ cup chopped celery</td>
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<tr>
<td>2 tablespoons vinegar</td>
<td>¼ cup chopped green pepper</td>
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<td>½ teaspoon salt</td>
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1. Sprinkle gelatine on ½ cup of the water to soften.
2. Combine remaining water, tomato juice, vinegar, salt and spices; bring to a full boil.
3. Remove spices. (Place whole spices in a tea ball so that they can be removed without straining the broth.)
4. Stir in softened gelatine until dissolved.
5. Chill to unbeaten egg white consistency.
6. Fold in salmon, celery and green pepper.
7. Turn into a 3-cup mold and chill until firm.
Applesauce Whip

6 Servings  1 Serving Equals ½ Fruit Choice

1 envelope Knox Unflavored Gelatine  2 tablespoons lemon juice
1 cup water, divided  2 cups cold unsweetened
5 non-caloric sweetening tablets or equivalent*  applesauce

1. Sprinkle gelatine on ½ cup of the water to soften.
2. Add non-caloric sweetening tablets. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining water, lemon juice and applesauce.
4. Chill to slightly thicker than unbeaten egg white consistency.
5. Beat with a rotary beater or electric beater until light. Chill again. Turn into serving dishes.

*See page 26 for kinds and amounts of sweeteners to use.

Jellied Blanc Mange

4 Servings  1 Serving Equals ½ Milk List A Choice

1 envelope Knox Unflavored Gelatine  8 non-caloric sweetening tablets or equivalent*
2 cups skim milk, divided  ¼ teaspoon salt
  ½ teaspoon vanilla

1. Stir gelatine into ½ cup of the milk to soften.
2. Add non-caloric sweetener. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining milk, salt and vanilla.
4. Pour into a 2-cup mold and chill until firm.

*See page 26 for kinds and amounts of sweeteners to use.
Fruit Juice Snow

8 Servings

1 Serving Equals 3/4 Miscellaneous Food Choice and 1/2 Fruit Choice

1 envelope Knox Unflavored Gelatine
1/2 cup sugar
1/8 teaspoon salt
1 1/4 cups water, divided

1 can (6 oz.) frozen concentrated fruit juice (orange, orange and grapefruit, grapefruit or tangerine)

2 unbeaten egg whites

1. Mix gelatine, sugar and salt thoroughly in a saucepan.
2. Add 1/2 cup of the water. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in remaining water and frozen fruit juice. Stir until melted.
4. Chill to slightly thicker than unbeaten egg white consistency.
5. Add unbeaten egg whites and beat with an electric beater until mixture begins to hold its shape.
6. Or beat with rotary beater until mixture is light and fluffy, 7 minutes. To speed up hand beating place over ice and water; beat.
7. Spoon into dessert dishes and chill until firm.

Slim Line Dessert

8 Servings

1 Serving Equals 1/2 Fruit Choice, 3/4 Miscellaneous Food Choice and 1 Milk List A Choice

1 envelope Knox Unflavored Gelatine
1/2 cup sugar
3/4 cup water

1 can (6 oz.) frozen concentrated orange juice
3 cups whipped instant nonfat dry milk*

1. Mix gelatine and sugar together in a saucepan.
2. Add water. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and stir in undiluted concentrate. Chill to unbeaten egg white consistency.
4. Fold gelatine mixture into whipped milk.
5. Turn into individual dessert dishes and chill until firm.

*To whip instant nonfat dry milk: See directions on package.
Spanish Cream

8 Servings  1 Serving Equals ¼ Miscellaneous Food Choice

1 envelope Knox Unflavored Gelatine ½ teaspoon salt
2 cups skim milk, divided 8 non-caloric sweetening tablets or equivalent*
2 eggs, separated 1 teaspoon vanilla

1. Stir gelatine into ½ cup of the milk to soften.
2. Beat egg yolks, remaining milk and salt together in top of double boiler.
3. Add to gelatine mixture. Add non-caloric sweetener and cook over boiling water, stirring constantly until gelatine is dissolved, about 5 minutes.
4. Remove from heat and stir in vanilla. Chill to unbeaten egg white consistency.
5. Beat egg whites until stiff. Fold in gelatine mixture.
6. Turn into a 4-cup mold or individual molds and chill until firm.

*See page 26 for kinds and amounts of sweeteners to use.

Lemon Snow

6 Servings  1 Serving Equals 1 Free Choice

1 envelope Knox Unflavored Gelatine ¼ cup lemon juice
1½ cups water, divided 2 teaspoons grated lemon rind
16 non-caloric sweetening tablets or equivalent* 1 unbeaten egg white

1. Sprinkle gelatine on ½ cup of the water to soften.
2. Add non-caloric sweetener. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat and add remaining water, lemon juice and lemon rind.
4. Chill to slightly thicker than unbeaten egg white consistency.
5. Add unbeaten egg white and beat with a rotary beater or electric beater until fluffy.
6. Spoon into dessert dishes and chill.

*See page 26 for kinds and amounts of sweeteners to use.
Coffee Dessert

6 Servings   1 Serving Equals ¾ Miscellaneous Food Choice

1 envelope Knox Unflavored Gelatine   1 ³⁄₄ cups strong coffee
¹⁄₂ cup sugar   1 teaspoon vanilla

1. Mix gelatine and sugar together.
2. Add ½ cup of the coffee. Place over low heat and stir until gelatine is dissolved.
3. Remove from heat, add remaining coffee and vanilla. Chill to slightly thicker than unbeaten egg white consistency.
4. Beat with a rotary beater until light and fluffy and mixture begins to hold its shape.
5. Spoon into dessert dishes and chill.

The following recipes are for 1800 and 2400 Calorie Diets Only

Pumpkin Chiffon Pie

8 Servings   ½ Serving Equals 1½ Miscellaneous Food Choices

1 envelope Knox Unflavored Gelatine   ¼ cup water
³⁄₄ cup firmly packed dark brown sugar   3 eggs, separated
¹⁄₂ teaspoon salt   1 ³⁄₄ cups canned pumpkin
¹⁄₂ teaspoon nutmeg   ¼ cup sugar
1 teaspoon cinnamon   1 9-inch baked pie shell
¹⁄₂ cup milk

1. Mix gelatine, dark brown sugar, salt and spices thoroughly in a saucepan.
2. Stir in milk, water, egg yolks, pumpkin and mix.
3. Cook over medium heat, stirring constantly until gelatine is dissolved and mixture heated, about 10 min.
4. Remove from heat and chill, stirring occasionally, until mixture mounds slightly when dropped from spoon.
6. Fold gelatine mixture into stiffly beaten egg whites.
7. Turn into a baked pie shell and chill until firm.
Bavarian Cream

6 Servings  1 Serving Equals 2 Miscellaneous Food Choices and 1 Fat Choice

1 envelope Knox Unflavored Gelatine  1 1/4 cups milk
1/2 cup sugar, divided  1/2 teaspoon vanilla
1/8 teaspoon salt  1 cup heavy cream, whipped
2 eggs, separated

1. Mix gelatine, 1/4 cup of the sugar and salt thoroughly in top of double boiler.
2. Beat egg yolks and milk together. Add to gelatine.
3. Cook over boiling water, stirring constantly until gelatine is dissolved, about 5 minutes.
4. Remove from heat and stir in vanilla. Chill mixture to unbeaten egg white consistency.
6. Fold gelatine mixture into stiffly beaten egg whites.
7. Fold whipped cream into gelatine mixture.
8. Turn into a 4-cup mold and chill until firm.

Chocolate Chiffon Dessert

8 Servings  1 Serving Equals 1 1/2 Miscellaneous Food Choices

1 envelope Knox Unflavored Gelatine  1/2 cup cocoa
1/2 cup sugar, divided  3 eggs, separated
1/8 teaspoon salt  1 1/2 cups milk
1/2 cup cocoa
3 eggs, separated
1 1/2 cups milk
1 teaspoon vanilla

1. Mix gelatine, 1/4 cup of the sugar, salt and cocoa in top of double boiler.
2. Beat egg yolks and milk together. Add to gelatine.
3. Cook over boiling water, stirring constantly until gelatine is dissolved, about 5 minutes.
4. Remove from heat and stir in vanilla. Chill to unbeaten egg white consistency.
6. Fold chocolate gelatine mixture into egg whites.
7. Turn into a 4-cup mold or individual molds and chill until firm.
REMEMBER

Persons who must take off a great deal of weight should have the guidance of their doctors, as should those with diabetes or with diseases of the heart, blood vessels or kidneys.

*   *   *

The Choice-of-Foods Chart in this book incorporates the basic idea of Food Exchange Lists as put forth by committees of American Diabetes Association, Inc., and the American Dietetic Association in cooperation with Chronic Disease Programs, Public Health Service, Department of Health, Education and Welfare in the booklet “Meal Planning with Exchange Lists.”

KNOX GELATINE, Inc., Johnstown, N.Y.
YOUR PROGRESS CHART

Here is your reducing scorecard. Fill it in as indicated. Consult your physician if all is not clear. Thus when you start the Knox Eat-and-Reduce Plan you set your goal and, week by week, measure your progress. But first, read through this book for the answers to all your questions.

Starting date________________Calorie level________________
(see page 15 and Choice-of-Foods chart.)

Desirable weight________________(see pages 9-11)

SCORE BY WEEKS

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