The Incomparable Hildegarde, who lends grace to the cover photograph, remains incomparable for a number of reasons. One of the most important is explained in the singer’s fascinating autobiography, *Over 50—So What?*.

To Hildegarde, looking attractive will be important at any age, and she knows that a slim figure is the key to beauty and health.

**SECONDS, PLEASE** • The modern dieter knows that the way to keep slim is to live, for keeps, on low-calorie food that satisfies. By enjoying delicious low-calorie meals instead of delicious high-calorie meals, the dieter can always leave the table contented and well fed. *And that, in a nutshell, is the secret of the successful permanent diet.*

**UNFLAVORED GELATINE . . . A PACKET OF WILL POWER** • Just about every dieter knows the defeat of being tempted occasionally by rich foods, and unflavored gelatine comes to the rescue as a packet of will power. The Knox Punch has been designed to allay “diet hunger,” and is used this way: One half hour before each meal, stir one envelope of Knox Unflavored Gelatine into fruit juice, vegetable juice, bouillon or
skim milk. Stir briskly and drink immediately. Taken three times a day, Knox Unflavored Gelatine keeps you satisfied with smaller portions of food. And here is a nutrition bonus: it's an all-protein food and contains no sugar.

GELATINE ADDS ZING TO DIETS • Knox Unflavored Gelatine is an invaluable aid for the delicious low-calorie menu. An envelope of unflavored gelatine itself contains only 28 calories, and the gelatine combines with a wide variety of appetizing low-calorie ingredients. Obliging unflavored gelatine goes into aspics, jellied soups, cold mousses, sparkling salad molds, fluffy low-calorie puddings and chiffon pies, to name just a few favorites.

HELENA RUBINSTEIN MENUS, RECIPES, EXERCISES • There follow a group of menus and recipes, all being served or recommended at the famous Lithe Liner Club at Helena Rubinstein, New York Salon, where busy office and home executives go each week to streamline their figures. The menus that follow are for either lunch or dinner; each spotlights a delectable dish made with unflavored gelatine. In addition, Helena Rubinstein provides a group of basic reducing exercises.

*Doubleday and Co., Inc.*
SIX LOW-CALORIE MENUS

Broiled Breast of Chicken
Grilled Tomato - Zucchini
Melba Toast
Lemon Snow with Strawberry Sauce*
Tea - Coffee

LEMON SNOW

1 envelope Knox Unflavored Gelatine
1 1/4 cups water, divided
3/4 cup sugar or non-caloric sweetener equivalent
1/4 cup lemon juice
2 teaspoons grated lemon rind
2 unbeaten egg whites

Sprinkle gelatine on 1/2 cup of the water to soften. Place over low heat and stir until gelatine is dissolved. Remove from heat; add sugar or non-caloric sweetener, remaining water, lemon juice and lemon rind. Stir until sugar is dissolved. Chill to slightly thicker than unbeaten egg white consistency. Add unbeaten egg whites and beat with a rotary beater or electric beater until fluffy, and mixture begins to hold its shape. Spoon into dessert dishes and chill. Serve with strawberry sauce.

YIELD: 6 servings, 109 calories per serving with sugar, 13 calories with non-caloric sweetener equivalent.
Molded Tuna Salad*
Celery - Tomatoes - Salad Greens
Rye Crisp
Fruit Cup
Tea - Coffee

MOLDED TUNA SALAD

1 envelope Knox Unflavored Gelatine
1 teaspoon salt
½ teaspoon dry mustard
1 teaspoon Ac’cent
1½ cups reconstituted non fat dry milk, divided
2 egg yolks
2 tablespoons lemon juice
1 can (6½ or 7 ounces) tuna, drained and flaked
½ cup diced celery
2 tablespoons pimiento
¼ cup chopped green pepper

Mix together in top of double boiler gelatine, salt, mustard and Ac’cent. Beat together milk and egg yolks. Add to gelatine mixture. Place over boiling water and stir constantly until gelatine is dissolved. Remove from heat. Cool; stir in lemon juice. Chill to unbeaten egg white consistency. Fold in tuna, celery, pimiento and green pepper. Turn into 3-cup mold or individual molds and chill until firm.

YIELD: 6 servings, 85 calories per serving.
Herb Omelet
Perfection Salad*, Low-Calorie Dressing
Melba Toast
Baked Apple
Tea - Coffee

PERFECTION SALAD

1 envelope Knox Unflavored Gelatine
1 3/4 cups water, divided
1/4 cup sugar or non-caloric sweetener equivalent
1/4 cup vinegar
1/2 teaspoon salt
3/4 cup finely shredded cabbage
1 cup diced celery
1 pimiento, chopped

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

YIELD: 6 servings, 48 calories per serving with sugar, 16 calories with non-caloric sweetener equivalent.
TOMATO ASPIC

1 envelope Knox Unflavored Gelatine
1 3/4 cups tomato juice, divided
1/4 teaspoon salt
1/2 teaspoon Worcestershire sauce
1/8 teaspoon Tabasco
2 tablespoons lemon juice

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

YIELD: 4 servings, 32 calories per serving.
Vegetable Plate
(Poached or Hard-Cooked Egg, Grilled Tomato, Carrots, Spinach)
Hearts of Celery
Melba Toast
Coffee Jelly*
Tea - Coffee

COFFEE JELLY

1 envelope Knox Unflavored Gelatine
2 tablespoons instant coffee
⅓ cup sugar or non-caloric sweetener equivalent
⅛ teaspoon salt
1¾ cups water, divided

Mix together in saucepan gelatine, instant coffee, sugar or non-caloric sweetener and salt. Add ½ cup of the water and place over low heat, stirring constantly, until gelatine and sugar are dissolved. Remove from heat. Add remaining 1¾ cups water. Turn into 4 dessert dishes or a 2-cup mold. Chill until firm. If desired, serve with low-calorie whipped topping.

YIELD: 4 servings, 71 calories per serving with sugar, 7 calories per serving with non-caloric sweetener equivalent.

NON-CALORIC SWEETENERS
1 tablet saccharin,
1 tablet Sucaryl,
⅛ teaspoon Sucaryl solution,
2 drops Sweeta or
2 shakes Adolph's granulated sugar substitute

Equals the sweetness of 1 teaspoon of sugar
Jellied Gazpacho*

Broiled Ground Round Steak (3 ounces)
Spinach with Lemon Wedge
Toasted Half Roll
Orange and Grapefruit Sections
Tea - Coffee

JELLIED GAZPACHO
(Spanish Vegetable Soup)

1 envelope Knox Unflavored Gelatine
1 1/2 cups water, divided
1 bouillon cube
1/4 cup vinegar
1 teaspoon salt
1 teaspoon Ac’cent
1 teaspoon paprika
1/2 teaspoon basil
1/4 teaspoon ground cloves
1/6 teaspoon Tabasco
2 tablespoons finely chopped onion
1/4 cup finely chopped celery
1/2 cup finely chopped green pepper
1 1/2 cups chopped fresh tomatoes

Sprinkle gelatine on 1/2 cup of the water in saucepan to soften. Add bouillon cube. Place over low heat and stir until gelatine is dissolved. Remove from heat and add remaining water, vinegar and seasonings. Chill to unbeaten egg white consistency. Fold in onion, celery, green pepper and tomatoes. Chill at least one hour. Spoon into soup cups.

YIELD: 4 servings, 29 calories per serving.
TO REDUCE WAIST
Stand with legs wide apart. Lift arms up over head and bend as far as you can from side to side.

TO STRENGTHEN STOMACH MUSCLES
Sit with knees straight, toes up, heels forward. Slowly lie back, then pull yourself up to sitting position and forward, touching the toes.

TO REDUCE THIGHS AND HIPS
Sit with legs out straight, arms straight over head. Wriggle forward, shifting weight from side to side ten times, then go back the same way.

TO REDUCE THIGHS AND HIPS
Lie on back with arms outstretched on each side. Lift left leg, cross, and stretch it to side, as close to right hand as possible. Return leg to original position and alternate to other side.

START WITH... STAY WITH KNOX
KNOX GELATINE, INC.
Johnstown, New York