

Never before have so many doctors endorsed a diet book!

Published over six months ago, "Eat Well and Stay Well" won immediate nation-wide attention when Time Magazine devoted a major portion of its medical section to the authors' findings. Since then, the book has become a national best seller, and hundreds of doctors have written their approval to Dr. and Mrs. Keys. The following have given permission for their names to be used:

E. COWLES ANDRUS, M.D., Baltimore: "It is a clear, readable, scholarly yet thoroughly practical volume. I shall prescribe it for my patients and I predict for a wide usefulness."

REUBEN BERMAN, M.D., Minneapolis: "Concise, authoritative. It looks to me as though you have hit a home run."

PROF. DR. GUNNAR BJORCK, Stockholm: "I will see to it that the Bjorck family takes advantage of it at once."

FRANCIS L. CHAMBERLAIN, M.D., San Francisco: "I consider the book splendid and the first book I have had which was actually a help in dietary manipulation of blood fat. My associates and I am sure have recommended it to well over a hundred patients already."

CARLETON B. CHAPMAN, M.D., Dallas: "It is undoubtedly the most sensible publication for lay consumption available and I am recommending it regularly to individual patients."

A. C. CORCORAN, M.D., Cleveland: "Mary and I spent most of two evenings looking it over. I am most impressed with its light touches, thoughtfulness and considerate presentation of evidence, and the manner which would not lose the intelligent layman and would not offend the intelligent critic."

PROF. DR. IR. M. J. L. DOLS, The Hague: "It is a splendid piece of work. The book contains a wealth of material for all who are interested in the significance of a well balanced and sober diet to prevent one of the most widespread diseases, atherosclerosis."

WILLIAM DOCK, M.D., Brooklyn: "After reading you from cover to cover, drooling often, and chuckling too, I am sending the book on to . . . the genius of . . . It seems to me that it was written for people like me."

PROF. DR. PIERRE W. DUCHOSAL, Geneva: "I think it is the first time that these problems of diet and health are clarified to such a high degree. Your great care of suggesting menus for the four seasons has impressed me very much."

EDVIN FERBER, M.D., Zagreb, Yugoslavia: "My very best thanks for the wonderful book."

MANUEL GARCIA DE LOS RIOS, M.D., Santiago, Chile: "Wonderful book."

R. W. GIFFORD, M.D., Rochester, Minn.: "A splendid job. It's a most helpful book which I can enthusiastically recommend to my patients."

GRACE GOLDSMITH, M.D., New Orleans: "It will prove useful and interesting to all of us."

PROF. DR. ARPAD HAHN, Zagreb, Yugoslavia: "It is a most valuable and interesting contribution."

TOM HARBIN, M.D., Rome, Ga.: "I have just completed and enjoying thoroughly your recent book."

PROF. DR. C. DEN HARTOG, The Hague: "You have conferred a real boon upon humanity."

DR. DOROTHY HOLLINGSWORTH, London: "I thought it beautifully written, very simple and clear."

PAUL JACQUELIN, M.D., Los Angeles: "You have given something to the public and I for one thank you. I like the general format of the book and the literary style is clear and convincing."

FRANKLIN D. JOHNSTON, M.D., Ann Arbor: "Your new book is tops. It is not only full of worthwhile information but is written in a fashion that will make it a best seller."

NORMAN JOLLIFFE, M.D., New York: "You have done a fine job. It is a book that should be in the hands of every physician and, in addition, he should read it and study it."

LOUIS N. KATZ, M.D., Chicago: "I enjoyed your book, 'Eat Well and Stay Well,' and Mrs. Katz has even begun to use the recipes."

PAUL LANGNER, JR., M.D., Philadelphia: "Certainly a splendid and necessary contribution to the American scene."

ROBERT L. LEVY, M.D., New York: "I know how much work, thought and time you have devoted, over a period of many years, to a consideration of dietary problems and your conclusions should be of interest to a wide section of the population."

HERBERT MCCOY, M.D., LaJolla, Calif.: "Your wonderful book . . . As a physician, it answers a great many questions for me. It will be a great help in patient management. I am recommending its purchase right and left."

LESTER M. MORRISON, M.D., Los Angeles: "Your masterly book . . . we enjoyed it immensely and were enormously impressed with its clarity, its conciseness and the whole format of the book. I enjoyed particularly the section on fats which was the clearest exposition I have ever seen or heard."

PROF. DR. P. MUNTENDAM, The Hague: "I am very pleased with it. You may be sure that it will have an honoured place in my library."

CAMPBELL MOSES, M.D., Pittsburgh: "It thoroughly deserves its solid place on the best seller list. I read right through your introductory chapters in the nice I reserve for a sexy novel and even the recipe sections are sprightly. It is a real contribution to the public health."

ACADEMICIAN PROF. DR. A. L. MYASNIKOV, Moscow: "Your fine book, 'Eat Well and Stay Well,' which here in Moscow we have been studying now with great interest."

AVERLY NELSON, M.D., Seattle: "I have enjoyed reading it very much and believe you have successfully accomplished a most difficult task."

IRVINE H. PAGE, M.D., Cleveland: "It is a swell job and I am much impressed—so is my wife, which is even more important."

HOWARD RUSK, M.D., New York: "I thought so much of it that I brought it home and we refer to it constantly."

HENRY I. RUSSEK, M.D., Staten Island: "Eat Well and Stay Well. I shall recommend it to my patients and friends. It is unique in the clear manner in which scientific data have been converted into practical conclusions."

EDWARD H. RYNEARSON, M.D., Rochester: "This is the finest book written on the subject and I can assure you the bookstores in Rochester have been instructed to lay in a supply for we intend to recommend it to a great many of our patients. Congratulations on a FINE job!"

N. W. SHOCK, PH.D., Bethesda, Md.: "It has complicated my life. Margaret grabbed it . . . and has been trying your recipes and quoting you at length to keep me on the straight and narrow . . . many thanks."

HOWARD Mc C. SNYDER, M.D., MAJOR GENERAL, M.C., U.S.A.: "I am sure the medical profession—and intelligent laymen as well—will receive immense benefit from the long years of experience and research in the field of diet and nutrition that have made it possible for you to publish findings on this subject in your fine book, 'Eat Well and Stay Well.'"

M. M. SUZMAN, M.D., Johannesburg: "It is a very fine effort and will prove of great value to the afflicted multitudes. It makes life easy for me because, instead of spending time and effort explaining to my patients the 'open sesame' to clean intimas, I merely prescribe one book—'Eat Well and Stay Well.'"

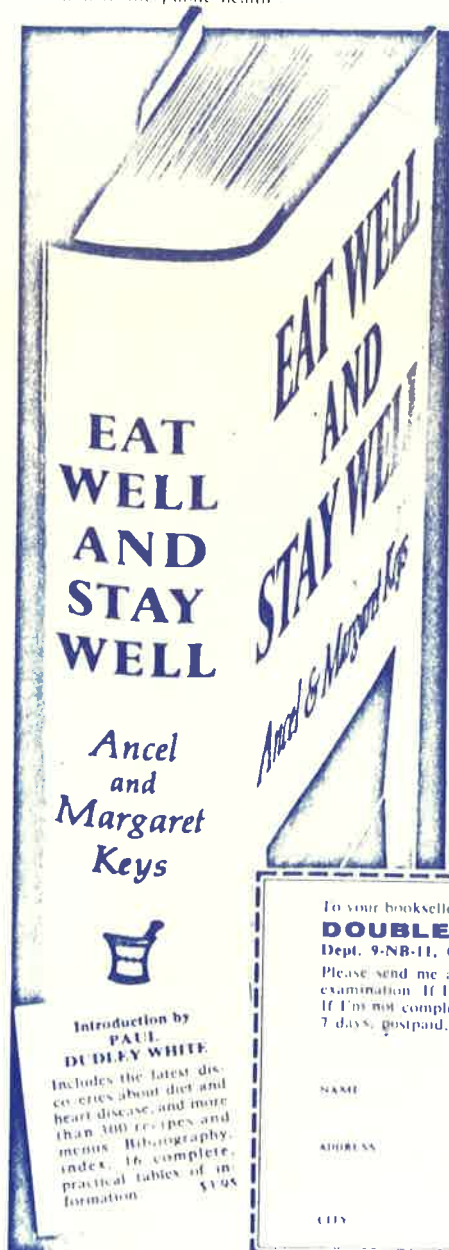
M. TOOR, M.D., Petah, Israel: "Your book . . . will be of great help to the many people suffering from atherosclerotic heart disease."

PROF. DR. F. S. P. VAN BUCHEM, Groningen, The Netherlands: "It will be of great use for many people and it will improve their health condition."

PROF. DR. H. E. WERTHEIMER, Jerusalem: "My appreciation of this book lies not only in its substantial scientific value but also in its widespread popularity among the lay public. It was an immediate success among our staff."

ASHER WHITE, M.D., Minneapolis: "Pleased with its approach, its style and readability. It is an outstanding job of presenting the present status of a difficult subject."

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