

**no calories!  
no counting!  
no proteins!  
no mother's milk!  
no food!**

**IF**

**you follow  
this diet and the  
prescribed exercises  
to the letter  
you will not only lose  
a pound a day for a  
year but your job  
and mate as well.**

**The author and your  
neighborhood  
physician  
can accept no  
responsibility.**

**The "Gin and Butter  
Diet" has been  
copyrighted  
and cannot be  
reproduced in any  
form without money  
to the publisher,  
except by a reviewer  
who wishes to quote  
a long passage.**

**This book has  
two end uses.  
You can fling it  
or frame it.**

**Jane Trahey and Daren Pierce**

*The Gin and Butter Diet:*

*How to Lose a Pound a Day for a Year!*

New York: Random Thoughts Inc. 1959

\$1200

First edition. Tall folio (12¼" x 18½"). Two color silkscreen illustrations by Elizabeth Fraser. Canvas spine with thick silkscreened front board. Canvas spine is fraying with some modest loss, bump and small tear on the foreedge, very good of better, issued without dustwrapper. Perforations at the front hinge and text indicate these images were intended to be removed and framed, this set is complete. Wonderful 1950s-inspired humorous images loosely about dieting and drinking, by the authors of *The Compleat Martini Cookbook*. Very scarce, we've never seen another complete copy. OCLC locates three copies (New York University, Northwestern, and University of North Texas). A selection of images follows.

[BTC#434879]





AFTER

## EXERCISES – BEGIN NOW

Every exercise must be done 25 minutes a day. You should be able to run through the whole set in two days if you stay home from work. Several of these exercises are progressive exercises and many gin and butter fans invite their friends to join in the fun and go from house to house doing exercises. A party can be a ball if you try them then.

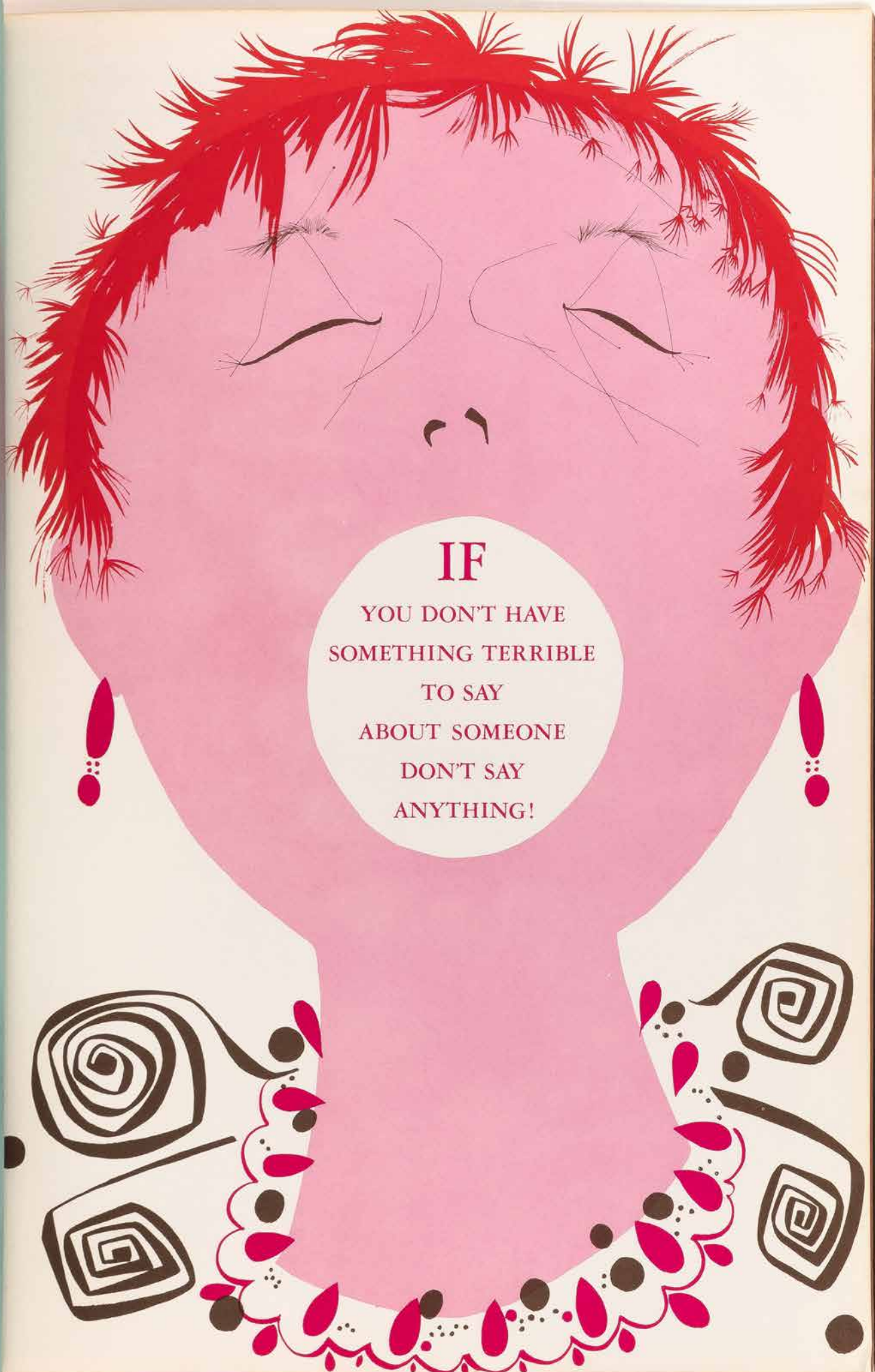
## YOU NEED

- 2 pounds of butter
- 1 towel
- 3 quarts of gin
- 1 door
- 5 packages of Pall Mall
- 1 friend
- 1 tray of ice cubes



### 1. FLABBY TOES (for men and women)

For flabby toes sit on the edge of your tub and place a gin soaked towel on thighs. Remain sitting until towel dries.



**IF**

YOU DON'T HAVE  
SOMETHING TERRIBLE  
TO SAY  
ABOUT SOMEONE  
DON'T SAY  
ANYTHING!

*Gin &  
Bear it*

