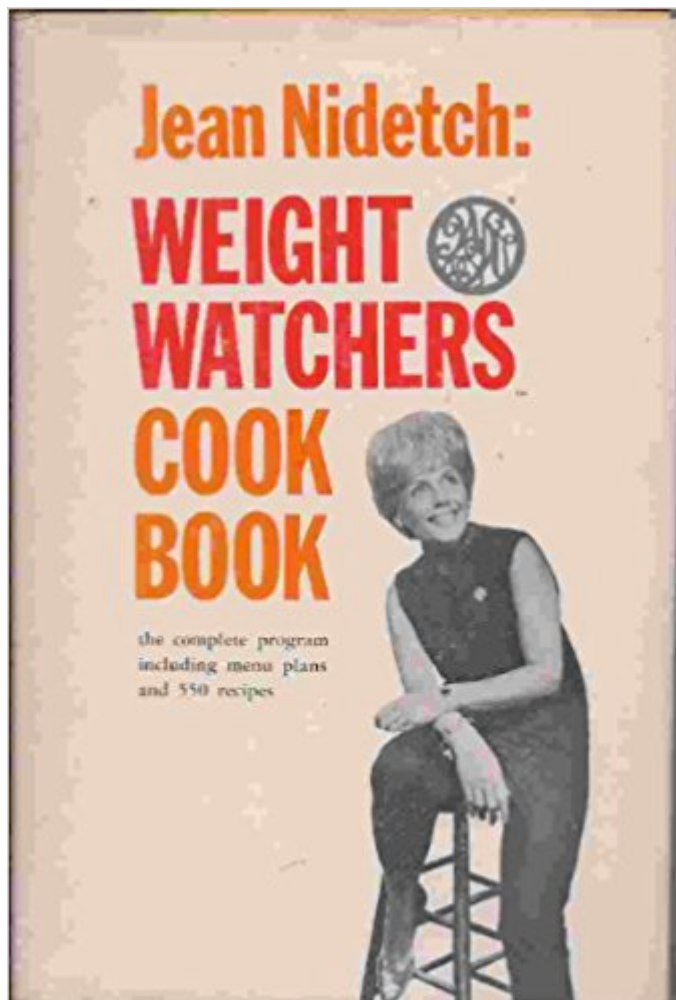


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Weight Watchers Cook Book



Synopsis

This is a vintage, legendary cookbook. Jean Nidetch (1923-2015) is the cofounder of the Weight Watchers organization. She was born to a cab driver and a manicurist in Brooklyn, New York. An overweight housewife with a self-confessed obsession for eating meat, Nidetch had experimented with numerous fad diets before, in 1961, following a regimen prescribed by a diet clinic sponsored by the New York City Board of Health. After losing 20 pounds, and finding her resolve weakening, she contacted several overweight friends and founded a support group which developed into weekly classes, and incorporated on May 15, 1963, into the Weight Watchers organization. In 1978, Weight Watchers was sold to the H. J. Heinz Company. Nidetch, who remains a consultant to the organization, has established scholarship programs at the University of California at Los Angeles and the University of Nevada, Las Vegas. Within two months of starting her support group, 40 women were meeting to talk about their progress and keep each other accountable for what they ate. Nidetch stayed on her program, lost 72 pounds by October 1962, and attracted, by word-of-mouth, hundreds of people who wanted to join the group. The first Weight Watchers meetings were held over a pizza shop. The owner couldn't figure out why the hundreds of people lining up outside never bought anything. Nidetch worked with him to create a Weight Watchers milkshake that became a bestseller - and the rest, as they say, is history. This is the first cookbook she wrote in 1966. She gives full details of the Weight Watchers' Program as it existed then. There are more than 550 recipes for fish, veal, poultry, beef, cheese and other permitted foods.

Book Information

Hardcover: 266 pages

Publisher: Hearthsides Press, Inc; 1st edition (July 1, 1966)

Language: English

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Shipping Weight: 1 pounds

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Customer Reviews

This is a vintage, legendary cookbook. Jean Nidetch (1923-2015) is the cofounder of the Weight

Watchers organization. She was born to a cab driver and a manicurist in Brooklyn, New York. An overweight housewife with a self-confessed obsession for eating meat, Nidetch had experimented with numerous fad diets before, in 1961, following a regimen prescribed by a diet clinic sponsored by the New York City Board of Health. After losing 20 pounds, and finding her resolve weakening, she contacted several overweight friends and founded a support group which developed into weekly classes, and incorporated on May 15, 1963, into the Weight Watchers organization. In 1978, Weight Watchers was sold to the H. J. Heinz Company. Nidetch, who remains a consultant to the organization, has established scholarship programs at the University of California at Los Angeles and the University of Nevada, Las Vegas. Within two months of starting her support group, 40 women were meeting to talk about their progress and keep each other accountable for what they ate. Nidetch stayed on her program, lost 72 pounds by October 1962, and attracted, by word-of-mouth, hundreds of people who wanted to join the group. The first Weight Watchers meetings were held over a pizza shop. The owner couldn't figure out why the hundreds of people lining up outside never bought anything. Nidetch worked with him to create a Weight Watchers milkshake that became a bestseller - and the rest, as they say, is history. This is the first cookbook she wrote in 1966. She gives full details of the Weight Watchers' Program as it existed then. There are more than 550 recipes for fish, veal, poultry, beef, cheese and other permitted foods.

When you are having trouble losing weight, after all the years of trying every diet around, sometimes it feels good to return to solutions from an era past -- and I've found a TRUE HAVEN in this wonderful cookbook, complete with instructions for the old Weight Watchers rules back in the day when Jean Nidetch was still running this wonderful organization! Back then, the rules were strict, precise and detailed, and there was no mistaking what the author prescribed for a successful weight loss for anyone who wanted to try her program! Unlike today, where Weight Watchers uses a "point" system that embraces unhealthy sugars and other dietary questionables, the old rules spelled out exactly what you could have every week both in limited and unlimited amounts, and it worked like a charm! For instance, you were only allowed eggs a few times per week, and not after lunchtime. Fish was mandatory 5 times per week, and red meats were restricted to one or two times per week. The cookbook itself is brim full of all sorts of wonderful recipes, and if you have a calorie counter of your own, it isn't difficult to add up the calories in a dish and divide it by the number of servings the recipe says it's good for. Everything from scrumptious desserts to mouth-watering party hors d'oeuvres is in here -- and it's fun -- at least for ME - to return to what I now see as an Old

Forgotten Friend, whom I never should have lost touch with! I was ecstatic to find my time-worn and well-loved, and WELL PRESERVED copy on . If you can still land your hands on a copy of this wonderful treasure, I highly recommend it! You might be delighted to find that some of the "old" ways weren't so bad after all!

I first had this Weight Watchers Cook Book about 1969, shortly after I joined the first Weight Watchers program. I used the book frequently for its easy and tasty recipes. This is still a handy book even though most of the recipes do not follow the same rules as the Points programs. There were must stricter food rules in the beginning, but I had little problem adapting them to the newer programs. Many people are like me and cannot handle all the choices members now have. This older book will be a help for us.

In 1972 I joined Weight Watchers. Over the years their food program has gotten more liberal and it's a little confusing for me. Their old program is easier to follow and I do better without the goodies. So I'm thrilled to have the older instructions.

So great to have the first Weight Watchers cookbook. Bought one for a friend too. We both like the old plan. It works...and was much more simple for me.

This was the very first WW cookbook I bought many years ago and was my diet bible. The program has changed and there are many more cookbooks but - and probably for nostalgic reasons as much as anything else - I enjoyed reading about the original program and laughed at some of the recipes. But cauliflower mash, which was one of the original recipes, has made a comeback and is now considered gourmet. Jean was certainly ahead of her time on that one!.

More than 40 years ago, my mother-in-law used this program and shared it with me. It is the way to eat to be healthy. All other versions let you lose weight, but didn't teach good eating habits. This is a lifelong program.

This is the best diet book written by Weight Watchers. Easy to follow as a diet plan with excellent results and uncomplicated.

An oldie but a goodie.

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