

EAT UP AND LIVE
(Originally published April 1963)

There is some encouraging medical news for the big eaters who constantly worry about the weight problem. In the town of Roseto, Pennsylvania, doctors have found that an unusually high proportion of the citizens there are fat and jolly. Roseto, with a population of 1,676 in the last census, is in North Hampton County and about 25 miles northeast of Allentown, and its inhabitants are plump and notoriously easygoing. We read about Roseto in an editorial column of a West Virginia paper, which theorized that the obesity there was linked to the calm nature of the citizens and to the fact that they don't like to compete and seldom try to keep up with the Joneses. They do love to eat, however, and one of the residents, who is a ripe 92 years, enjoys lasagna and ravioli as a favorite daily dish and averages five glasses of wine each day; another, who is said to be the healthiest man in town, weighs 320 pounds. What gives all this information some medical significance and makes the report so cheerful is that the coronary death rate in Roseto is only one third that of the national average.