Calories & Corsets
A History of Dieting over 2,000 years

LOUISE FOXCROFT
C13 St Thomas Aquinas

‘Let us not give our minds to delights but to what is the end of delights. Here on earth it is excrement and obesity, hereafter it is fire and the worm’.
DAN LAMBERT THE WONDERFUL GREAT PUMPKIN OF LITTLE BRITAIN.
A VOLUPTUARY under the horrors of digestion.
A Modern Venus,
or a Lady of the Present Fashion in the state of Nature, 1786.

This is the Form, if we believe the Fair,
Of which our Ladies are, or wish they were.
Fei.
estomac.
rein.
côlon et
intestin
grêle.

Fig. A.
Les crimes du corset.

Fig. B.
See Your
WAISTLINE VANISH!
"VANISHETTE" the HIGH WAIST Girdle
for HIGH FASHION CHIC

"Magic Lastic Waist Band" will
INSTANTLY Vanish 4 Inches
OFF YOUR WAIST

It's Light
as a Feather

In complete
comfort, "Vanish-
ette" gently but
firmly trims your
torso into pencil-
slim lines. Made
of nylon two-way
power knit, it
can't curl, roll or
pinch. No dig-
ging, sticking
bones. Washes like
a dream... dries
in a jiffy. It's ex-
quisitely tailored...
truly a beauty
to behold. Regularly $18.00.

Regular or Panty

Now
ONLY
$7.98

Also plus sizes $8.98

31 to 52

SIZES: Small (24-26)
Medium (27-28)
Large (29-30)

WILCO FASHIONS, Dept. MA898
35 S. Park Ave., Rockville Centre, N. Y.

☐ Send "Vanishette" C.O.D. I'll pay
plus postage.

☐ I enclose........................YOU pay postage: Size

☐ Regular   ☐ Panty

NAME............................
ADDRESS........................
CITY.........................ZONE......STATE....
(SAVE approx. 75c by sending check or m.o.)
Dr Watson Bradshaw, *On Corpulence* (1864)

Are you well?
Do you sleep well?
Do you feel drowsy after dinner?
Can you walk fast with comfort?
Does your heart beat rapidly and forcibly when you ascend stairs?
Does a little exertion tire you?
Do you snore at night?
Can you stoop comfortably to put on your boots?
Can you walk at the rate of four miles an hour for twenty minutes, with comfort?
Can you perform all that is desirable for a person of your years?

Answer these questions correctly and you avoid the many miseries of ‘extraordinary self-denial’.
Gustav Zander's Fitness Machines
TOO FAT!!

Dr. GORDON’S Elegant Pills

Cure STOUTNESS rapidly and certainly. State height, weight, and send 2/9, 4/6, or 11/-, to Dr. GORDON, 10, Brunswick Square, London, W.C.
PROBABLY YOU HAVE TRIED OBESITY CURES WHICH HAVE SERIOUSLY INJURED YOUR STOMACH AND ALARMED YOU AND YOUR FRIENDS. IN FIGUROIDS YOU HAVE A GENUINE CURE, ONE WHICH REMOVES THE ACTUAL FAT, BESIDES WHICH FIGUROIDS NOT ONLY DO NOT HARM THE STOMACH, BUT ARE SOOTHING AND ACTUALLY BENEFICIAL TO THE DIGESTION.

FIGUROIDS

Safely remove all Superfluous Fat from every part of the body, and quite Restore the Figure.

THE SCIENTIFIC OBESITY CURE

LEARN HERE what Fat within one is really like. It consists of millions of little Adipose or Fat Cells filled with Fat or Oil. Among the Cells run little Blood Vessels, through which the particles of fat are carried to the blood and from the Cells. In No. 1 is shown the very full Fat Cells of a Stout Individual. In No. 2 some of the Fat has passed out of each cell. They are smaller and no in the individual. In No. 3 they are still smaller, indeed, normal, and so in the individual. A genuine cure, you can see, must be something which removes Fat from the Adipose Cells, and alters and eliminates it from the body. This is exactly the effect produced by FIGUROIDS.

ERRORS OF OBESITY

2. Fat Cells.

HAYING BEEN REMOVED.
BY THROUGH PHYSIOPLASTY;
CELL WALLS HAVE
BECOME THICKER;
WALLS VOLUME;
HIND THICKER;
IMMUNE CURING.

LIVING, HAVING REMOVED OR REAPPEAL OF EITHER FAT THROUGH THROAT;
HOME PURSE;
CELL WALLS SIMPE;
HIND THICKER;
REPLACE CURING.
FAT the ENEMY that is shortening Your Life
BANISHED!

No DIET, NO BATHS, NO EXERCISE!

How? with
SANITIZED
TAPE
WORMS
Jar Packed

"FRIENDS FOR A FAIR FORM"

Easy To Swallow!

No Ill Effects!

Prepared by
W. T. BRIDGE, Ohio
New York
Send No Money Particular
MAILED FREE
A CHOICE OF EVILS.

Doctor. "Well, there's only one thing for you to do—you must go YACHTING for nine months!"

Patient. "Oh! That costs so much money—besides I'm a bad Sailor—is there no alternative?"

Doctor. "Well—yes—by no means an expensive one—not one that will make you sick! Don't eat so much!" [Patient chooses the Yacht.
The New
Health-o-Meter
De Luxe

Artistic as well as mechanical perfection is attained in the new Health-O-Meter De Luxe automatic bathroom scale. Its gentle elliptical lines harmonize with the motifs of the modern bathroom, and the variety of colors in which it can be furnished enables it to blend with any color scheme.

Placed in your bathroom, it will instantly become an integral and artistic part of it, just as weighing daily has become an inseparable part of the morning toilette of the thinking thousands.

One feels as secure standing on the new Health-O-Meter as on the floor itself, for it is built closer to the floor than any other. Exclusive mechanical features protect its unvarying accuracy, make it practically abuse-proof.

The helpful psychology ... of weighing daily

If your Health-O-Meter shows you are gaining, you eat less—the memory of what it told subconsciously dulls your appetite.

For those who wish to take off or put on weight or reduce in spots, the Scientific Weight Control Course which accompanies each Health-O-Meter will give you the methods approved by the Weight Control Conference held in the New York Academy of Medicine. Endorsed by thousands who have used it with the Health-O-Meter to regain and retain their normal weight and figure.

Health-O-Meters are procurable at any department, hardware, physicians' supply or drug store.

CONTINENTAL SCALE WORKS
5703 S. Claremont Ave.  Chicago
Foiled by Moderation!
The Heartless Shadow
that threatens the modern figure

“Avoid that Future Shadow”

When Tempted
Reach for a LUCKY instead

“It’s toasted”
“Pass me a Lucky - I pass up the sweets.”

When fattening sweets and heavy, rich desserts tempt and your waistline looks a little extra weight, light a Lucky instead. The sensible and sure way of reducing—no discomfort, no trouble—just a common sense method of retaining a slender figure.

The finest tobaccos are skillfully blended to make Lucky Strike. Then, “It’s Toasted.” More than a slogan, this secret process brings out every essence in the tobacco and produces a flavor which makes Lucky Strike a delightful alternative when that craving for fattening sweets tempts you—there is no interference with a natural appetite for healthful foods. Now folks say: “It’s good for everyone to smoke Lucky.”

Toasting does it. At the same time toasting removes impurities. That’s why 20,000 physicians are on record that Lucky Strike is less irritating than other cigarettes. Toasting does it. That’s why prominent athletes have testified that Lucky Strike do not cut the wind nor impair their physical condition. No wonder that this was discovered long ago by many men, who pride themselves on keeping trim and fit, who live the “pay” that comes with health and vigor.

Remember, sensible slenderning is no longer a secret. Next time you are tempted by fattening sweets light a Lucky instead, and avoid overweight.

“Reach for a Lucky instead of a sweet.”

“Lucky Strike

“It’s toasted” Cigarettes

Johnny Farrell, Professional "Best of Champions" 1925.44
For 1940—Be Fit & Slim

Every woman wants to look better, to feel better in the year ahead. Slenderness is the way to health, beauty and fitness. A couple of Bile Beans taken nightly enables you to "slim while you sleep"—surely and safely.

These fine vegetable pills do more than digest and nourish fat; they purify and enrich the blood, tone up the entire system and make you feel better in health in every way.

So start with Bile Beans tonight and make sure of looking and feeling your best in 1940.

By taking BILE BEANS

(Advertisement: Bile Beans, 1940)
Nobody loves a Fat girl?

What is there to CHEER about... when she walks off with the whole TEAM... and not even one small SUBSTITUTE looks my way?

The way to a SLIM figure.

...is to learn how to eat with BEAUTY as your goal. Get the RY-KRISP plan... see how overweight otherwise in normal health can trim off POUNDS, yet enjoy grand-tasting meals. Just say NO to fattening “extras,” and have RY-KRISP as bread. Delicious RY-KRISP helps give you sparkle with regulating minerals and vitamin B1 of whole-grain rye. Has a grand flavor that makes all foods taste extra-good.
These three people are reducing their waists, abdomens, hips and thighs with the Fabulous New Sauna Belt. Trim-Jeans The Amazing Space Age Slenderizer that is so sensationally effective it is GUARANTEED TO REDUCE YOUR WAIST, ABDOMEN, HIPS AND THIGHS A TOTAL OF FROM 6 TO 9 INCHES IN JUST 3 DAYS OR YOUR MONEY REFUNDED.

Super product is producing super slenderness for a host of men and women. Here are just a few:

DEBORAH: "I spent just a few minutes a day for 3 days. I did Trim-jeans program and reduced my waist, abdomen, and thighs a total of 12 inches. I did the most rewarding and satisfying changes out on my waistline, which actually went up 1 inch. I increased during the 3-day program... 30% to 35% This is certainly the easiest, most straightforward way of getting the physique I've come to expect. There were no diets involved and the hope stayed off."

DEBRA: "I lost 15 inches in one day of a brand new figure in just 3 days. This is what Trim-jeans did for me. The only way for just a few minutes each day for 3 days, I lost 12 inches from my waist, 2 inches from my hips, over 2 inches from my thighs, and 1 1/2 inches from my shoulders. This was the only one involved and the hope stayed off."

WILL: "Trim-jeans was really unique. In just 3 days, I lost 12 inches off my waist, over 3 inches off my hips, over 4 inches off my thighs, and 1 1/2 inches off each of my thighs. This was the only one involved and the hope stayed off."

Here's how it works:

These results were amazing. They were exactly what I expected. I lost 12 inches off my waist, over 3 inches off my hips, and 4 inches off my thighs. This was the only one involved and the hope stayed off."

The amazing to take off inch "They need to trim-jeans"
That celebrity magazine...

HOLIDAY SNAPS!
LOADS MORE PICS INSIDE!

SEE WHAT YOU'RE MISSING JORDAN!

HOW WE GOT OUR...
BEACH BODIES!

INSIDER DIET & FITNESS TIPS FROM THE STARS!