

DAILY MAGAZINE PAGE FOR EVERYBODY

Fashion's Whims Determine the Health of Women Today

THAT MODISH FIGURE IS RESULT OF DIETING

But If You Must Reduce to Be in Style Do It by Eating Less of the Wrong Foods and More of the Proper Ones, Advises Authority.

By ROYAL S. COPELAND, M. D.
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Former Commissioner of Health, New York City.

It is a surprising fact that the fashions to a large extent determine the health of the women of today. Yet this is true. A few years back the great modistes of the world decided that the fashionable figure must be the slender one. No woman of curves could wear the clothes they designed.

And so to be stylish, dieting became the rage. Classes in dieting, schools of diet sprang up over night. Everyone, man, woman and child became intensely interested in losing weight. Persons who never gave thought previously to whether they weighed one hundred or two hundred, found their weight to be a matter of vital importance.

In many instances this was an excellent thing. But it was overdone. It was forgotten that in all things moderation should be our watchword.

Your overweight is not important merely as a matter of looks. It is important because it may shorten your life. Then it becomes something of real concern, something far more important than merely being fashionable.

Dieting is a matter requiring real effort. If you are going to reduce, do it by the natural method of eating less of the wrong foods and more of the proper ones. Exercise more than has been your habit.

You must learn to make a wise selection of foods. It is not necessary to starve yourself to grow weak from the need of food. When you study food values it does not take long to find out what substances must be taken sparingly because of their richness in fats and carbohydrates. At the same time, you will learn what food may be taken in unlimited quantities.

Well chosen, systematically employed physical exercises are of great value. But they are of no use unless used every single day with energy sufficient to produce what I always refer to as "honest sweat." Simply to perspire is not enough. One can do that in a hot room. You must produce perspiration by the muscular effort you make. Perspiration of this sort seems actually to dissolve the fat.

Drink plenty of water. All the water the system craves may be taken in safety. Do not drink much with meals. When taken then it serves merely to wash down a surplus of food. But when taken between meals it helps to dissolve the wastes and to put into solution those materials which should be taken from the body.

I am more and more concerned over the fact that so many women dose themselves with powerful drugs which have a reputed value in taking off flesh. It is not safe to use these drugs. You cannot afford to trifle with your good health by any such violent efforts at reduction. It is a common sense in this matter of reducing. Then you will be improving your health as well as your figure.

Answers to Health Queries

C. R. Q.—What should a girl of 15, 5 feet 3 inches tall, weigh?
A.—What do you advise for blackheads?
A.—What do you advise for thin legs?

A.—She should weigh about 111 pounds.
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A Fashion Model's Diary

By GRACE THORNCLIFFE

She Enthusies Over a Sunday Night Frock.

GOODNESS, I was all dressed up at the shop today! The occasion was Madame's annual holiday-season tea to her clientele. I had on one of the new Sunday night frocks. Have you heard about them? They're really informal evening frocks designed for the Sunday evening party, for the dinner to which one goes on short notice and for other evening affairs which are informal in spirit. Of course, the tea wasn't an evening affair, but since these frocks are really quite tailored, Madame thought I could get away with wearing one of them. She wants to popularize them with her customers, and she thought seeing me in one might give them the idea of getting some for themselves.

The model I wore was of panne velvet in a lovely mulberry shade. It has a soft shirred band around the neck which continues diagonally down the front. At the natural waistline there is a double belt of the same material finished with sparkling rhinestone buckles. Flared insets that have a diagonally uneven, belted slightly longer at the back. It was very becoming and very much admired, and a few of the guests said they were coming in next week to see our stock of Sunday night frocks.

The tea was really a great success. I've never seen the shop so crowded. Everybody who at any time has ever bought anything from Madame seemed to drop in during the afternoon.

Madame was very much pleased, because it seemed a good omen for the coming year. And since during the next few weeks she will be showing clothes for Southern wear, she was anxious to have her customers keep us in mind as the place to shop.

Well, they certainly must have been glowing with good-will toward us after this afternoon, because they all seemed to have such an enjoyable time. And they left with promises of early returns to do some real shopping.

And so—home and to bed, for tea at the shop are very exhausting!

Panne Velvet "Sunday Night Frock" for Informal Parties.

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