



Dan Josselyn, who makes Venuses out of ungainly women nature of ungainly women nature of ungainly women

By BRENDA UELAND

ELL up among the things women want most is the boyish figure—the outlines of a child of ten or twelve.

That is, they want to be compact, light, healthy, long-legged (the legs should be as long as the torso, and it is nice to have them longer). They do not want to be nervous, skinny, jerky, dyspeptic-looking, as men seem to think, but svelte and limber like a stripling, with a flexible, hard waist that is slightly narrower than the hips; hips a good deal narrower than the shoulders; small breasts. They want to be without a vestige of loose, pendent flesh, to be so stripped of fat that when they sit down there is no spare tire around the middle and not a hint of spreading.

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Now when I say "women" I mean the vanguard of dashing ones. To name a few, hit or miss, there is the Hon. Mrs. Reginald Ailwyn Fellowes, a grand-daughter of Issac Singer and said this year to be the smartest (in the sense of being the most stylish) woman in the world; Mrs. Jean Nash, who was said to be the smartest woman in the world last year; Lady Diana Manners; Margot Asquith; Lady Mendl, who was Elsie de Wolfe; Mrs. W. K. Vanderbilt; Mrs. Philip Lydig; Marion Davies; Mae Murray, who is forty and has a more perfect, lively, fiery, well-knit figure than a thousand nineteen-year-olds.

Soft, White and Dumpy-No More

THE weight tables say that a female thirty years old and 5 feet 5 inches tall should weigh 138 pounds, and even Lulu Hunt Peters, the diet expert, declares in her books that the ideal weight for a woman 5 feet 5 inches tall is 137½ pounds.

But from the standpoint of style this is terrible! At least 18 pounds too much! These are only the outlines of a comfortable matron. Now, if you weigh 200 pounds and fear diabetes or apoplexy and reduce to 138 pounds, that is very commendable. But don't think you are in fashion. Don't think that everybody will wheel as you pass down Fifth Avenue or that the scouts from wholesale houses will be taking notes on your clothes.

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Ordinary old-fashioned people think that we are going crazy on dieting.

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eat enough and loaf enough to be fat. The old salutation, "How well you are looking!" just meant, "How very stout you are getting!"

But the best doctors now say that there is no sense in carrying any extra flesh. A single extra pound means more work for the heart, arteries, stomach and the rest. Since food comes to us regularly, there is no sense in storing it under the skin.

Victorian women liked to look soft, white and invertebrate, with a marked look of ill health. But now something has happened. The sex which set Schopenhauer's teeth on edge because they were so short-legged and dumpy doesn't want to look that way any

Why this has happened it is not for me to say. All we know is that after the war, by some miracle, women weren't horrified at their own legs any more. Corsets came off. Hair went.

It is not enough just to reduce until you are thin, wan, flaccid, dyspeptic and measly. You have tone, health, muscle, flexibility, condition. The leading New York beauty salons recognize this fact. Formerly they used just to work on your face. If there was not a wrinkle in it, then you were a beauty, no matter if the lump bulk was terrible.

But now they prescribe for you as a trainer prescribes for a college athlete or a pediatrician for the baby of a multimillionaire. They tell you what to eat. They make you exercise in a teamster's union suit until you sweat. You sweat like a horse at least once a day and not in an electric cabinet or Turkish bath but as the result of your muscular exertion.

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Mae Murray at 40 has a better figure than a thousand debbies of 19

They see all around them middle-aged ladies, already less than half the width of their mothers, trying to become even thinner. And it makes them mad. It makes especially mad those who weigh more than 135 and like three heavy meals a day.

There is still an association of plump-

There is still an association of plumpness with health and more than that with affluence. This idea is a relic of the days when the food supply was uncertain and only the rich could afford to

Isaac Singer's grand-daughter, Hon. Mrs. Fellowes, paragon of style

FOR years Grandma Goforth was chronically in bad shape. Doctor after doctor gave her up. Dressmakers fainted as she approached them, and what had been a happy home had become a house of mourning. One day she heard of Chicago Benny Yokel, trainer and conditioner of overstuffed ladies. . . . Yesterday she eloped with a movie actor who mistook her for Miss America. And here's how:

At these up-to-date beauty places they give you hot baths and cold baths. They make you lie nude in the sun or under an ultra-violet-ray lamp, for there is nothing like the ultra-violet rays for the skin's texture and color.

Exit Corsets and High Heels?

You see, it is no longer fashionable to have one of those pummeled, macerated, overmassaged faces in which, true enough, there may not be a wrinkle but which do not fool anyone as to your age by a day. Now, it is all right to look your age. BUT you must be astonishingly handsome and healthy, no matter what your age. Fifteen or sixty, you should look like a beautiful, healthy and very clean savage; and not only in face but also in BODY. You should have, no matter what your age, a body like a stripling and a round, healthy face tanned a delicate café au lait by the sun or by lamp treatments, with a skin that is clear and smooth and eyes that have that clear, half-shut, sleepy, bright look that children's eyes have, due to the right food and not much of it, to exercise, sweating and sunlight. And the interesting thing is it can be done.

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Arthur A. McGovern is a leading exercise expert in New York. His gymnasium is frequented by prominent athletes, bankers, politicians, actors, society women.

Well, what about hips? What if they have been in the family since the Mayflower? Can they be made to go?

flower? Can they be made to go?

"They sure can," he says. "Thickness below the waist in women is due to three things: the corset, high heels and sitting.

"First, as to the corset, even the little

"First, as to the corset, even the little rubber one that is supposed to be sensible. It cuts off circulation and prevents any muscular action throughout the hips, waist, thighs. Women who wear such corsets don't know it, but they move like wooden Indians from the ankles down. They might as well be on wheels.

wheels.

"Second, high heels. A man, because he wears flat shoes and trousers rather than tight skirts—although I don't care how tight a skirt is if it is short enough—takes a stride of from 30 to 36 inches. This causes muscular pull and effort from the waist down the whole length of the leg and hip. A woman in high heels, even in so-called sensible Cuban heels, takes a teetering, clumping step of less than two feet. There is no muscular action or interplay. Only the calves and ankles get a little work.

calves and ankles get a little work. Therefore a characteristic of American women, even the young and slim ones (with the exception of those who are willing to walk a great deal in low heels), is big thighs—legs which instead of growing smaller above the knee, like an athlete's, grow continuously larger.

"Savage women who go barefoot never have such thighs. Moreover, women who will wear nothing but Cuban or high heels walk the very minimum. No wonder the blubber accumulates from waist to knees. It would do all women good to walk and run about six miles a day." (Continued on page 56)