

Title
Outside bra front

What to Wear
Vol. I:
The Cultured Waist
(Her Valiant Fight Against Time)

Inside bra, left side

Feminine beauty for the purposes of comparison be divided into three classes – the beauty of:

Juno
Venus
Psyche

See Your Future Beauty Lines

Inside bra, right side

Vital point: Beauty, that is Art, and Life are one.
You must believe in Beauty with relation to Yourself!
True Beauty and Happiness are achieved only through harmonious living.

Under center flap,
covering dolls

The
waistline
is a point of
paramount importance.

Upon its correctness
depends your health,
your comfort,
your appearance....

Girdle 1 front

Juno – “Full” bodied women, on the whole, well-formed, but —

Doll 1 front

...neither so perfectly balanced as those of Venus, nor so graceful as those of Psyche.

Their hips are wide to massiveness, their bust being full, and inclining to even embarrassing opulence.

“Fine” women is the term which best describes them.

back

It is perfect because it is flexible. It fits you as if it were part of you.

Rids you of unlovely bulges, thus inducing a *Happier Mental Outlook*.

{Remember: Your MENTAL self, rules your PHYSICAL self}

Girdle 2 front	Once it is adjusted on your figure you will find accumulations of flesh have vanished and that your lines are graceful and slender.
Doll 2 front	...will do more than <i>conceal</i> your figure faults – it will really free you of the unlovely posture which causes bulges....
<i>back</i>	A dropped stomach or colon may cause constipation, indigestion, nervous fatigue, poor circulation, lowered mental vigor, backache or headache <i>{and it etches tired, aging lines in one's face}.</i>

Girdle 3 front	Venus – Gives one the impression of ideality.
Doll 3 front	Rather below than above middle height, their figures give one the impression best described as "well - balanced." Their hips are full and broad, the bust well-developed and prominent, the waist being slightly more indicated than in the previous type. <i>A "well-built woman" is an excellent description of this type.</i>
<i>back</i>	Allows Full and Deep Breathing. Assists Nature in Creating and Retaining a VENUS FORM. <i>Satisfaction Assured.</i>

Girdle 4 front	Guards against back-fatigue by guiding your body into restfully balanced posture.
Doll 4 front	... overcomes the <i>cause</i> of your bulges, which is lack of body-balance — in other words, Faulty Posture. <i>{and it improves your general health!}</i>
<i>back</i>	Abdominal control assists in maintaining correct body poise. <i>All this promotes Health — Mental and Physical Efficiency!</i>

Girdle 5 front	Psyche – to this class most young girls belong, any many remain with figures of this type.
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Doll 5 front A woman who is described as having a “girlish” figure is of this class.
She is usually rather above middle height; has narrow hips...a not prominent, though often well-developed bust; her waist may be either less or more indicated than a woman of the Venus type...
She is generally called “graceful,” “slim,” and “willowy.”
Anyone of these describes her fairly accurately.

back There is a subtle charm and grace which appeals to your finer tastes and excites your admiration and fancy!
If you feel the need, you owe this to your yourself...*it's your Obligation to take pride in your Womanliness.*

Girdle 6 front Imparts a distinctive grace and suppleness to the figure and produces trim shapeliness ...every model is so fashioned as to mould the form in graceful lines, and supports with a sense of relaxation that is luxurious.

Doll 6 front *"Personally, I consider a well-fitting, properly constructed corset a blessing. I have experimented with substitutes, claiming to be aesthetic, hygienic, and elevating morally, and I have suffered, been made hideous to look upon, and certainly have not been improved in temper as a result."*

back *See the difference ... Bulges are gone!
All my lines are Slimmer, Longer, Younger!"*

Girdle 7 front *She's Charming...a Dream in Nylon...light, airy, curvaceous*

Doll 7 front *A Finish for the Figure...the waist line is now perfectly normal and in condition to have a corset fitted so that it touches the body all around without leaving a space at the waistline, to make the waist appear large enough to be in proportion to the hips.
{Don't forget: There should be a classic space between the breast!}*

back *...gives you a comfortable, satisfying feeling of new life and vigor, and at the same time the streamlined, well-proportioned figure that radiates Womanly Magnetism.*

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