

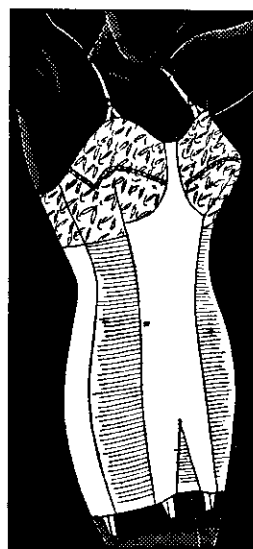


A Woman Re-Discovering Youth

Women no longer young, no longer slim, find in Berlei a real support that lifts the years — and the pounds — like magic. This marvellous power to support and control lies in the fact that Berlei foundations are based on the five fundamental figure types of womanhood and their thirteen variations. Thus they are anatomically correct for every figure: in every garment there is special reinforcement at the very places where the weakened internal organs and muscles of that figure-type need lifting, supporting. In your true-to-type Berlei you can take on the beautiful lines into which your particular figure can be idealized with perfect ease. You will find yourself re-discovering youth in a Berlei.



FOR THE MATURE FIGURE



YOU AND BEAUTY



More Waist Less Speed

YOUR line for life may depend upon the 15 minutes of physical jerks you do—or don't do—every morning. Your face you have always with you; you can't change the length of your legs or alter the structure of your bones. But you can make yourself slim and supple; you can achieve a rose petal skin and eyes shining with vitality.

In New Zealand we have constantly before our eyes a terrible warning. The kiwi's quaint form confronts us from every New Zealand coat of arms. We are told it lost its wings because it didn't use them. And the same thing applies to us. If we don't use our waist-lines, we will lose them altogether. Several of us perhaps have, but something may yet be done to restore the long-lost silhouette.

Do your exercises every morning, just to see how you feel afterwards. Fling open your arms, expand your lungs, stand on the tips of your toes—and go through the whole gamut of these exercises, which are specially designed to take inches from the waist-line.

- (1) Kneel on the floor with hands on the ground. Arch the back like a cat spitting—i.e., make a hill of your back, tuck in your tummy and hang the head. Then pull down the small of the back, and lift the head and chest. Repeat 10 to 20 times.
- (2) *Side Stretch Exercise:* Kneel on the floor with arms upward stretch. Extend right leg. Bend to the left, so that there is a straight line from toes to fingers. Then bend the trunk as far as possible to the right, still keeping the arms close to the ears. Kneel and repeat to left side. Do this exercise five times to the right and five times to the left.
- (3) Standing astride, raise legs forward and upward. Bend over to left till hands touch ground behind left foot. Keeping arms outstretched, raise body and repeat, bending over to right.
- (4) Lie flat on the back, stretch the arms above the head. Then raise the body and bend forward to touch the toes, keeping legs still. Lie back and repeat.
- (5) Stand erect, legs apart and hands on hips. Bend sideways, first to the right and then to the left, without turning the body, and keeping the legs straight. Vary this exercise by swinging the trunk in a circle from the waist.
- (6) Sit upright on the ground, legs apart, arms stretched sideways. Turn trunk alternately to right and left. Swing the arms in the same direction, but keep legs stiffly in the starting position.
- (7) The old favourite—bend down and touch your toes 10 times.