

What Women Do To Be Beautiful



1. HOT! An attendant dipping up paraffine for the Parisian reducing treatment.



2. IN A CAST—The paraffine cools and hardens and, theoretically, breaks down and dispels fatty tissues.

NO Measures Are Too Heroic for the Woman Determined to Be Beautiful. Exhibit I: The Parisian Paraffine Ordeal for the Plump (Pictures Nos. 1, 2, 3). Exhibit II: The Hair Dresser's Fearsome Machinery (No. 4). Exhibit III: Removal of Sun Tan Laboriously acquired (No. 5).



3. STEAMED—After several hours in the paraffine cast, the patient is kept in a hot vapor cabinet as long as she can stand it. The paraffine melts and runs; so also, it is claimed, several pounds of too, too solid flesh.



4. THOSE WAVES YOU ADMIRE, GENTLEMEN, are the product of intricate gadgets and painful heat, with a finishing-off by a torrid hair dryer more or less like this London machine.

(Acme photo.)



5. ALL SUMMER TO GET A SUN TAN: ALL WINTER TO TAKE IT OFF—A little London treatment devised to undo nature's work.

(Acme photo.)