

New York Models Create "Leg Diet"

New York — American girls are famous for having the most beautiful legs in the world. And fashion and figure authorities are always looking for new ways to help the American woman perpetuate this flattering image.

The leg experts at Fruit of the Loom Hosiery felt that New York's top fashion models would be an invaluable source of information on leg care. So they polled these girls with a "Leg Diet" questionnaire to find out how they get their legs into great shape and keep them that way. And here are the results:

Question No. 1: To keep your legs from getting heavy — or to reduce them — what foods do you avoid? All of the models were in agreement. The big "no's" are sweets, greasy foods (french fries especially!), salt, alcohol, and bread. As one girl put it, "Anything that tastes good!"

When asked in Question No. 2 what exercises they would recommend for too-heavy legs, the models all stressed bicycling, walking, and a special exercise called Leg Raises: lie down on your back and extend one leg up perpendicular to your body with the other leg straight out on the floor. Swing the extended leg back and forth across your body 10 times. Then with other leg. Another popular exercise is: lie on the floor with your arms outstretched, legs straight up in the air and pedal your imaginary bike!

For thin legs the models recommended walking, bicycling and special exercises to build the leg muscles — like standing with your feet together, hands on hips, and rising up and down on your toes as fast as you can.

And how do the models keep their hips trim? "Hip Walking." As one model explains it, "You sit on the floor — no carpet, please! — arms crossed in front of you, legs straight, and "walk" on your posterior, forwards and then backwards." For how long? "For as long as you can stand it!"

Very few of the models use cosmetics on their legs. To flatter their legs they all use specific legwear styles.

If your legs are too heavy, they say wear the dark shades of legwear. They selected Fruit of the Loom's "Great Shape" pantyhose in Cinnamon, Cafe Brown, Dark Grey, Navy and Black as real "slimmer" shades. And the favorite "Great Shape Opaques" for a trim leg look are Deep Brown and Deep Grey. At all costs, avoid patterned or textured hose, the girls warn. As a boon to heavy legs the Fruit of the Loom designers have come up with a sheer support hose, and as one busy model put it, "The terrific thing about them is they don't look matronly!" The same designers have also just created "Great Shape Queen Size" and "Great Shape Outsize" for, as they say, "the woman who has more of everything." The heavier women, the models agree, have been neglected too long when it comes to getting a good fit

in pantyhose.

For women with too-thin legs, the models say stick to the lighter shades — like Pale Taupe, Sunlight, and Wild Oats in the "Great Shape" pantyhose. Knee socks are good, too. They add bulk, And

for young girls, pre-teens and teens, who don't get a flattering fit in regular legwear, "Young Legs" pantyhose is the answer — legwear designed especially for this age group's leg problems.

Other "Leg Diet" pointers

include: If your legs are heavy don't wear a skirt that ends at mid-calf. And heavy legs look even heavier with chunky-heeled shoes. The same goes for thin legs — they make your legs look like sticks.

What's the best treatment

for tired legs? Lie with your feet elevated at a 45 degree angle for at least 15 minutes in the middle of the day. This, coupled with a hot bath at night, is the model's final "Leg Diet" pointer for keeping your legs in great shape.

JOHN WHITE SERVES YOU



There are issues to be dealt with and problems which must be faced in the future.

But first let us introduce the man who will be dealing with these issues and tackling the problems.

The man who is now Minister of Colleges and Universities, Chairman of the Provincial Cabinet and member of the Ontario Treasury Board.

JOHN WHITE

He has served the constituents of London South for 12 years. He was first elected in 1959 and has been re-elected twice since then, winning one of the biggest majorities in the Province in the 1967 election.

Born August 16, 1925, John White was educated in London, Ontario. Following war-time service in the Canadian Navy, he went to the University of Western Ontario, receiving an M.A. in Economics and a diploma in Business Administration.

His business career began with the Canadian Press, followed by the Steel Company of Canada. In London, he headed his own industrial supply company before entering politics.

John White has devoted Saturday afternoons to a clinic for constituents. Marking its tenth year of operation, it is the largest clinic of its type in Ontario. More than 6,500 residents of London have come to it at the Y.M.C.A. to obtain assistance with a wide variety of problems or to comment on Provincial programs. This is democracy in action.

John White is married to the former Beatrice Elizabeth Ivey. They have two daughters — Martha, aged 9, and Emily, 4.

"The real issue in this campaign is leadership — I am completely convinced that Bill Davis is the best leader". JOHN WHITE

PROGRESSIVE CONSERVATIVE CANDIDATE — LONDON SOUTH

JOHN WHITE

