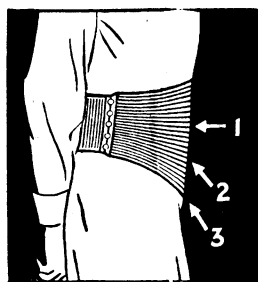


Support without Constriction with the LINIA BELT

designed under medical supervision to correct
PTOSIS, OBESITY, FAULTY POSTURE,
INTESTINAL STASIS and ENTEROPTOSIS.
Invaluable, too, for POST-OPERATION
WEAR.

THE Linia Belt has been scientifically designed, with the help of eminent medical men, to support the abdomen with an uplifting action, by means of a system of slide buckles acting on panels of elastic tricot—as described below. It avoids the danger of exercising direct restricting pressure on the abdomen.

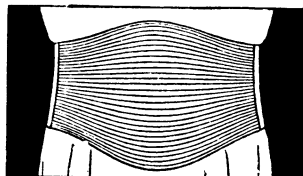


Arrow No. 1.—Shows how the Linia Belt acts on parts that are usually protuberant, in harmony with the over-all pressure.

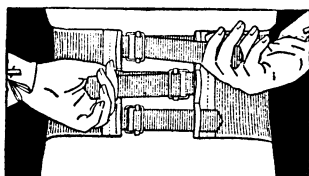
Arrow No. 2.—Shows how the Linia Belt lifts and holds in place the lower abdominal parts that have sagged and dilated.

Arrow No. 3.—Shows uplifting support on the groin, a protection against rupture and strain.

Besides affording support and restoring displaced organs to their correct position, the patented Linia Belt exerts a gentle massaging action, dispersing adipose tissue and bracing and toning the muscles. It is invaluable, too, for post-operation wear, and to prevent strain when older men, unused to violent physical effort, take exercise.



FRONT VIEW. At the front of the belt the thin non-elastic porous tricot of great strength is extended to the required depth, so that a gentle pressure is exerted on the full area of the abdomen.



BACK VIEW. The tough, lithic, horizontal elasticity of this special tricot can be regulated to the required tension with slide buckles. Thus its lifting and massaging powers are easily controlled.

We shall be pleased to forward a specimen Linia Belt for your examination on approval.

YOU CAN ORDER BY POST. Money refunded at once if dissatisfied. PRICES. Linia Belt, including a Linia Jock Strap: Standard Model, 2 gns. Popular Model, 3½ gns. (Black, 4 gns.). De Luxe Model in pure silk, extra light quality, 6 gns. (Black, 7 gns.).

We make a reduction of 2/- in the £ on purchases for personal use to members of the Medical Profession. May we send you descriptive booklet?

On Sale Only at J. ROUSSEL, Ltd.,
177, Regent Street, London, W.1.

Telephone. Regent 7370. 20 Branches in United Kingdom.

City Branch: 43, Cheapside, E.C.2.

J. Roussel, Ltd. (Dept. ME), 177, Regent Street, London, W.1.

★ Please send me a Linia Belt, price.....including the Linia Jock Strap. My maximum measurement round body isinches.

I enclose cheque (less 10%), OR please send on approval.

★ Please send me a copy of the Linia Method booklet fully describing the Linia range of garments.

My name and full address are attached.

ML11

The Value of FLORIDA CANNED GRAPEFRUIT AND GRAPEFRUIT JUICE for Infants and Growing Children



The growing child requires twice as much calcium and at least as much Vitamin C as a normal healthy adult. While milk is undeniably the best dietary source of calcium, it cannot be relied upon solely to supply the

amount of Vitamin C which optimum health requires, particularly when pasteurized bovine milk is used.

To guard against this deficiency, the child's diet should be supplemented with citrus juices, of which Florida Canned Grapefruit and Grapefruit Juice are convenient forms. These supply an abundance of Vitamin C, together with other vitamins, mineral substances, citrates and sugar in easily digestible form, and they have the added advantage of increasing the dietary intake of calcium from milk and other foods. Comparative titrations reveal that the canning process does not destroy the Vitamin C.

As a source of this important vitamin, Florida Canned Grapefruit is extremely low in cost. The human organism requires approximately 30 mgm. of Vitamin C daily. At present prices, the cost of the Florida Canned Grapefruit necessary to supply this amount averages just over 1d. a day.

The delicious flavour of Florida Canned Grapefruit makes a ready appeal to all children, and its low cost places it within reach of most families. Doctors who are interested in this and other dietary uses of Florida Canned Grapefruit are invited to apply to the Florida Citrus Commission, c/o T. B. Browne Ltd., 163, Queen Victoria Street, London, E.C.4, for a copy of their book "Citrus Fruits and Health."



Issued by

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Lakeland, Florida, U.S.A.