

WHAT TO EAT and WHY ★ ★

C. Houston Goudiss Warns of the Dangers of Overweight

Nationally Known Food Authority Describes the Right and Wrong Methods of Reducing

By C. HOUSTON GOUDISS
6 East 39th Street, New York City.

THERE was a time when overweight was indulgently tolerated and even respected. It was believed that width and wisdom went together and that fat people had the best dispositions. Surplus poundage was regarded as an indication of wealth for it implied that one had plenty to eat and did not have to work.

The modern point of view, backed by medical science, is that overweight destroys beauty, multiplies the chances of disease and subtracts years from your life.

Most of the degenerative diseases of middle life occur more frequently in those who are overweight than in those whose weight is normal. The entire body functions at a disadvantage for the excess fat is present inside as well as outside of the body. Just as the abdomen, hips and arms are burdened with excess fat, so are the internal organs stifled with needless tissue.

Overweight Burdens the Heart

Fatty deposits increase the work of the heart, because each extra pound demands the pumping of additional blood. It has been estimated that every pound of fat requires six-tenths of a mile of blood vessels to nourish it! Thus, the individual who is 20 pounds overweight is carrying around 12 miles of excess blood vessels. Naturally, the heart must work faster and harder to pump blood through these extra miles, and it is not surprising that it is frequently overstrained.

Heart disease and high blood pressure are often associated with excess fat. So are diabetes and kidney disease. And when fat creeps around the abdominal muscles, it may interfere with normal elimination.

Life May Be Shortened

Furthermore, life insurance companies estimate that the more overweight the body becomes, the slighter the chances for longevity. All the data that have been assembled indicate that as age and weight increase, the death rate rapidly accelerates. Gross overweight may shorten life by as much as ten years.

What Should You Weigh?

It is generally held that under the age of thirty, it is advisable to weigh from five to ten pounds more than the average for one's height and age. But after thirty, a weight of ten to twenty pounds below the average is desirable. In fact, leading authorities now agree that it is an excellent plan to endeavor after thirty to maintain the normal weight for one's height at age thirty.

Reducing Methods to Avoid

If you have allowed yourself to become overweight, you should and can reduce. But you must go about it in a scientific manner. Do not put your faith in worthless or dangerous methods that either fail to reduce or may cause you to lose your health faster than you lose weight.

Never take any sort of drugs for the purpose of reducing, except under the advice of your physician. Many drugs which are said to speed up bodily activities and burn up fat may injure the heart, produce cataracts of the eyes, and

Are You Overweight? You can REDUCE Safely - Surely - Comfortably

Send for This Free Bulletin Offered by C. Houston Goudiss

Readers of this newspaper are invited to write to C. Houston Goudiss, at 6 East 39th Street, New York City, for his scientific Reducing Bulletin, which shows how to reduce by the safe and sane method of counting calories.

The bulletin is complete with a chart showing the caloric value of all the commonly used foods and contains sample menus that you can use as a guide to comfortable and beautiful weight reduction.

Rational Weight Control

The one scientific method of maintaining normal weight or getting rid of a surplus is to recognize the fundamental fact that all body fat originates as surplus fuel. Thus weight control is chiefly a matter of regulating the diet so that the food intake does not exceed the energy expenditure.

Counting Calories The person who has become markedly overweight as a result of overeating should put himself in the hands of a physician, but the maintenance of normal weight depends largely upon learning to count calories. Many people are puzzled by the word "calorie," which is a term of measurement used to measure both the fuel value of foods and the body's energy needs.

For example, a tablespoon of sugar furnishes 50 calories; a tablespoon of butter, 100 calories; one-fourth of a large head of lettuce only 12 calories.

The energy requirement for a normal adult man engaged in a sedentary occupation is from 2,200 to 2,800 calories daily; work done standing or walking requires up to 3,000 calories daily. A woman requires from 2,000 to 2,500 calories daily, depending upon her activities.

By becoming familiar with the caloric value of foods, it is possible to construct a well-balanced diet, and at the same time to cut down on fuel values so that you consume less energy foods each day than the body requires. This will force the body to burn some of its own fat for fuel and result in a safe, scientific gradual weight reduction.

I shall gladly send readers of this column a chart showing the caloric value of all the commonly used foods.

You will find that by eating 500 calories less each day than the body expends, you can reduce your weight a pound a week. And with the chart before you, you can cut out 500 calories without even missing them.

Sample Reducing Menus In planning a reducing program, it is essential to include in each day's diet adequate amounts of the protective foods. To help you plan a balanced diet, a week's sample menus have been included in my Reducing Bulletin.

By keeping your weight down, you may have at least ten years longer in which to enjoy life. In becoming master of your fat, you will truly become master of your fate.

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Fun for the Whole Family

THE FEATHERHEADS By Osborne



Wet and Dry



By C. M. PAYNE

S'MATTER POP—Desperate Ambrose Is In



History Repeats

MESCAL IKE By S. L. HUNTLEY



FINNEY OF THE FORCE By Ted O'Loughlin



No Aid Needed

POP—New Nursery Rhyme



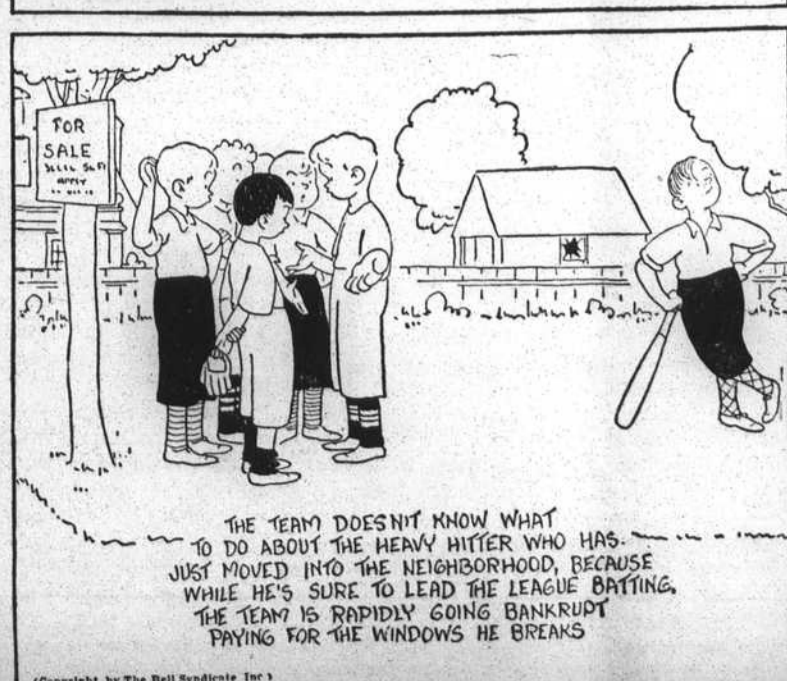
By J. MILLAR WATT

Do You Want to Learn How to Plan a Laxative Diet?

Get This Free Bulletin Offered by C. Houston Goudiss

READERS of this newspaper are invited to write to C. Houston Goudiss, 6 East 39th Street, New York City, for a free copy of his bulletin, "Helpful Hints on Planning a Laxative Diet."

DIFFICULT DECISIONS By GUYAS WILLIAMS



LET ME INTRODUCE MYSELF

A bishop was accosted in a railway carriage by a reveller, who said: "You think you know everything, but two things you don't."
"Very likely," said the bishop. "What are they?"
"I'm your cook's husband and I'm wearing your shirt."

Spurred to Activity

Client—How long have you worked in this office?
Clerk—Ever since they threatened to fire me.—Stray Stories Magazine.
Great Loss
Mrs. Bones—Hiram writes that the first day in London he lost £12.
Mrs. Jones—My goodness! Ain't they got any health officers there?

HIS SPECIALTY

Alumnus—I want to do something for my old college, Professor. I've made a lot of money. What would you suggest? What study did I excel in?
Professor—That's fine. In my classes you slept most of the time. So why not endow a dormitory?

For Gleaming Bright Teeth Use Pepsodent with IRIUM

Irium contained in BOTH Pepsodent Tooth Paste and Pepsodent Tooth Powder

If you really want teeth that glisten and gleam . . . a smile that's bright and attractive, here's your answer! Try the new, modernized Pepsodent, the one and only dentifrice that offers you the extra effectiveness of that wonderful tooth cleanser, Irium.

For remarkable Irium gives Pepsodent greater cleansing power—helps to quickly brush away dingy surface—stains and polish teeth to their full natural radiance! Its action is speedy . . . thorough . . . SAFE! Contains NO GRIT, NO FUMICE, NO DRUGS! Get yours today!