

The Woman Who Changed Her World

Overweight all her life, Frances Schuerman uncovers a beautiful figure and a new lease on life



TODAY A TRIM 125 POUNDS, Frances Schuerman steps out in one of her new size 11 dresses. She lost 35 pounds, completely reshaped her figure with the Stauffer Home Reducing Plan of effortless exercise and calorie reduction. Whether a woman need lose a few pounds or many, the Stauffer technique is ideal, for it trims away hard-to-lose inches (which diet alone cannot do).



ASKED TO MODEL at a P.T.A. fashion show, Frances attends Kathleen Wellman's charm school, finds her new posture is a great asset. Her new figure brought a desire for complete self-improvement.



SUNDAY IS FAMILY DAY, and the Schuermans attend church with Wayne 11, Debbie 3. Later Frances enjoys cooking a big dinner and playing with the children. Today she has lots of energy—unlike the time when excess weight left her tired.

Even as a child, Frances Schuerman of Cincinnati was plump. By age 18 she had accumulated 10 pounds for every year of her life, to tip the scales at a chunky 180 pounds.

After she was married, she continued to fight the "battle of the bulge." She tried one way after another to reduce, including many starvation diets. She only emerged ravenously hungry, to eat her way back to the original mark and past it. Strenuous exercises also left her exhausted and hungry.

Frances had little energy for social activities those days. Even her naturally lively personality seemed to be hiding in a fortress of pounds, like a sleeping beauty waiting to be aroused!

Then after years of reducing trials and failures, she discovered the Stauffer Home Reducing Plan.

In a matter of weeks the "real" Frances began to come out of hiding. The pounds slipped away, but more importantly, her waist, bustline and hipline began to assume beauti-

ful new proportions. Other improvements followed. Frances' skin became firm and sleek... her posture lifted. And best of all, she could stay with Stauffer Home Plan because it was downright enjoyable.

As her figure grew more lithe and attractive, the world around her grew more exciting. She began to take greater part in social activities, to have more fun playing with her children. Her proud husband, a successful auto dealer and real estate investor, insisted she go everywhere with him.

Today at 35, the girl people once said was "born to be fat" has proved her prophets wrong! As a slender lightweight (125 pounds) she has found a new world of activity, pleasure, and admiration.

For more information about this plan that is changing lives all over America, drop a postcard to Stauffer, Dept. FW-48, 1919 Vineburn Ave., Los Angeles 32, Calif., or Dept. FW-48, 1500 N. Ogden Ave., Chicago, Ill., or Dept. FW-48, 5929 Riverdale Ave., New York 71, N. Y. No obligation.



ALWAYS A PLUMP LITTLE GIRL, Frances Schuerman at age 18 weighed 180 pounds. Some people said she was "born to be fat." Seventeen years later she had leveled off at 160, had tried many different ways to reduce without success, was continually tired.



RELAXING on the "Magic Couch," heart of the Stauffer plan, Frances maintains her new figure, tones and firms muscle tissue. She found diet alone doesn't give a lovely figure. It also takes exercise which the "Magic Couch" supplies without fatigue.

MEL GETS READY to take his turn on the portable "Magic Couch." Like many men, he finds it ideal for easing normal tensions that build during a working day.



FRANCES AND HUSBAND MEL celebrate her new figure by dining at the Terrace-Hilton's Gourmet Room. Mel trimmed his waistline 4 inches with Mr. Stauffer's "Magic Couch"—the Posture-Rest® unit.



A STAUFFER COUNSELLOR checks Frances' progress, gives important help to her slimming program. To find how Stauffer can help you, write Dept. FW-48, 1919 Vineburn Ave., Los Angeles 32, Calif. Copyright 1958, Stauffer Laboratories