

The scientific PROTEX design means **correct** support and comfortable wear!

## Why Should the Average Man Need a Support?

As mentioned above, the "Vital Zone" is closely allied to the mental processes. If testicles are removed, laziness and sluggishness of mind and body result. Reasonable exercise of any kind causes fatigue of the vital parts, accompanied by a listless, "dragged out" feeling. A cold shower restores the feeling of freshness and energy, because the cold water contracts the scrotum and delicate inguinal muscles and cords, which have been stretched and strained.

PROTEX eliminates stretching of inguinal muscles and cords, by maintaining correct support at all times! PROTEX prevents the tiredness of the entire body that comes with strain of the "Vital Zone."

PROTEX Support conserves VITALITY, retains normal pep and energy. These are qualities that every average man must have in abundance, to succeed under the pressure of modern living! And PROTEX has eliminated the discomfort of old type supports that men hated! PROTEX has made the Support a comfortable, essential garment for every man who's going places today!

## Styled for Comfort

Until the introduction of PROTEX, supporters in small, medium and large sizes were supposed to fit all men from 22 to 52 inches in waist circumference. Actually, these sizes will only **comfortably** fit men up to waist 34 inches. Stout men have **never** been properly fitted. They have endured constant cutting and chafing, under the misapprehension that it was the price to pay for scrotum support and abdominal control.

For stout men, PROTEX has developed a special Outsize Varsity model (made in small waist size for waist 35" to 38", medium for 40" to 42", and large, 44" to 48") which not only gives the necessary comfortable support to the "Vital Zone," but also controls and **reduces** the oversize abdomen correctly!

## NOW--- Correct Abdominal Control and Reduction!

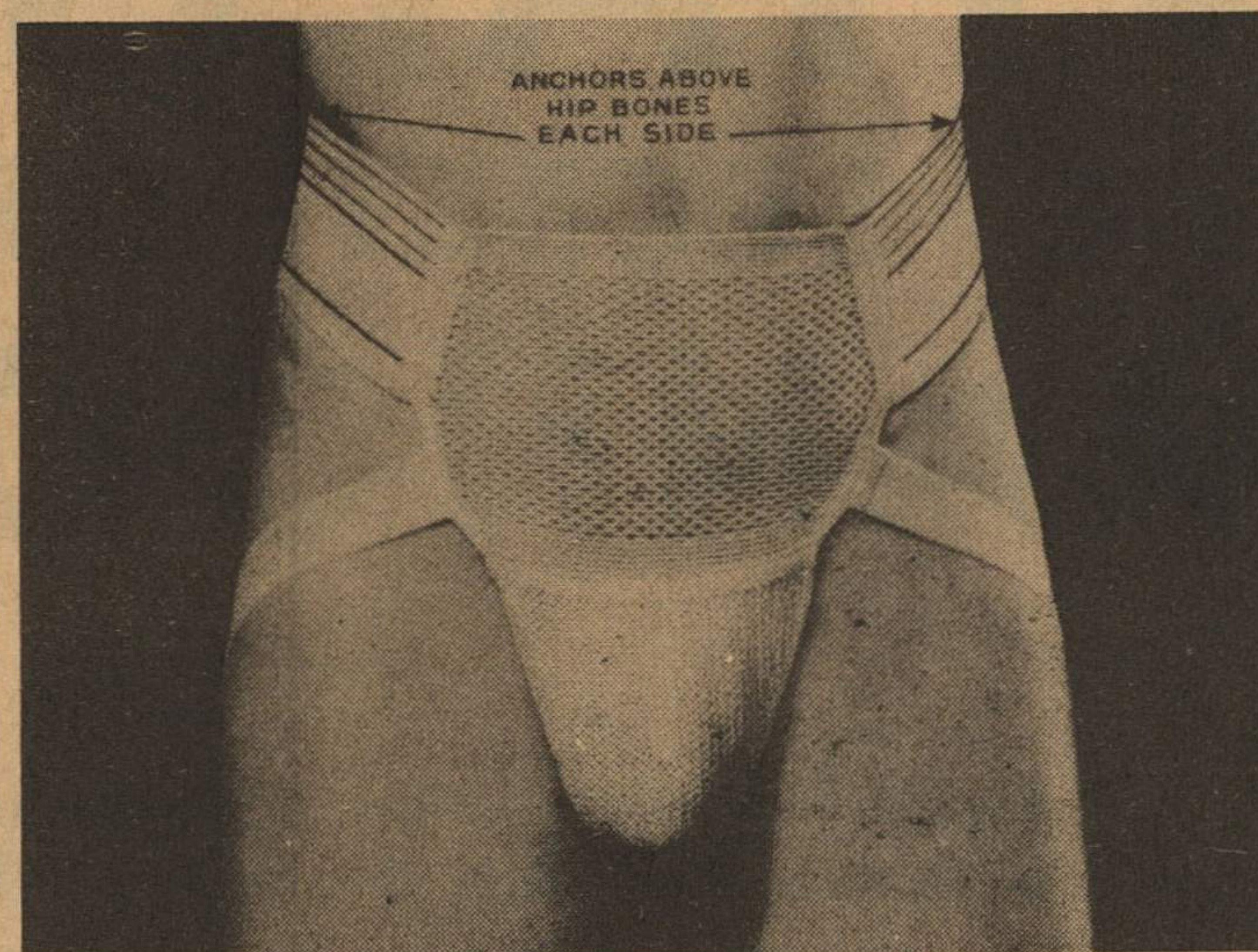
When stomach muscles no longer can carry the surplus fat which accumulates on the pendulous abdomen, the muscles sag, pulling down the abdomen and displacing the many inner organs, causing heart strain and other serious ailments. See illustration B.

The only **correct** way to reduce the abdomen is to **lift** the sagging muscles **upward and inward**. PROTEX Supports and Shorts do this. The frontal inserts of Senior Shorts and Outsize Supports are made stronger, especially for this reason. They definitely and **correctly** reduce the pendulous abdomen.

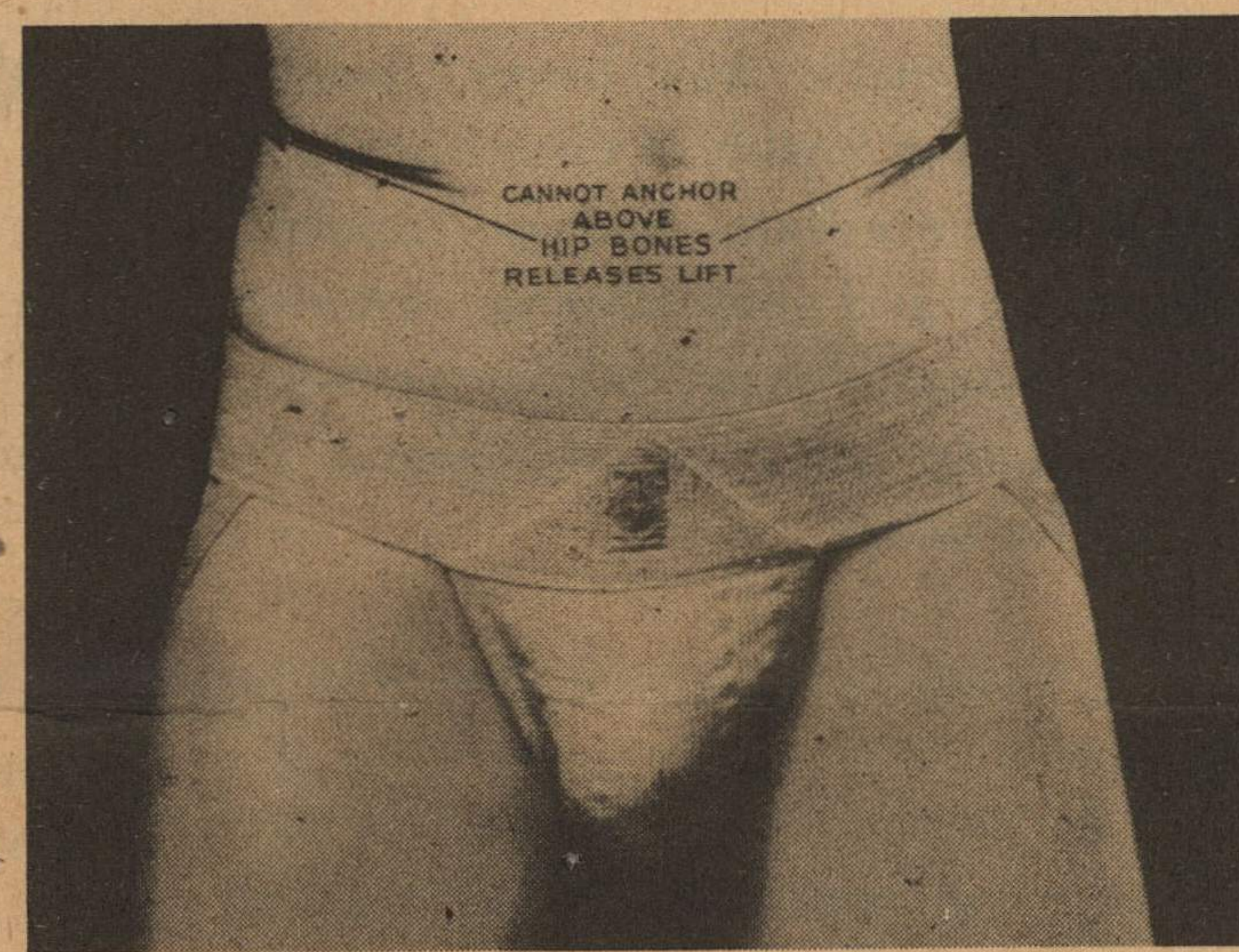
Do not confuse PROTEX with ordinary widely-advertised men's reducing corsets, which put an **inward and downward** pressure on the large abdomen, forcing the already sagging muscles further down and definitely harming them. Because PROTEX is scientifically designed to meet men's problems, PROTEX gives the **correct** reducing support!

**All Protex features are patented in Canada, United States, South Africa, India, Australia, Mexico, Germany, Italy and France. Patents are pending in Argentina, Brazil, Great Britain and New Zealand, etc. Agents wanted where not represented.**

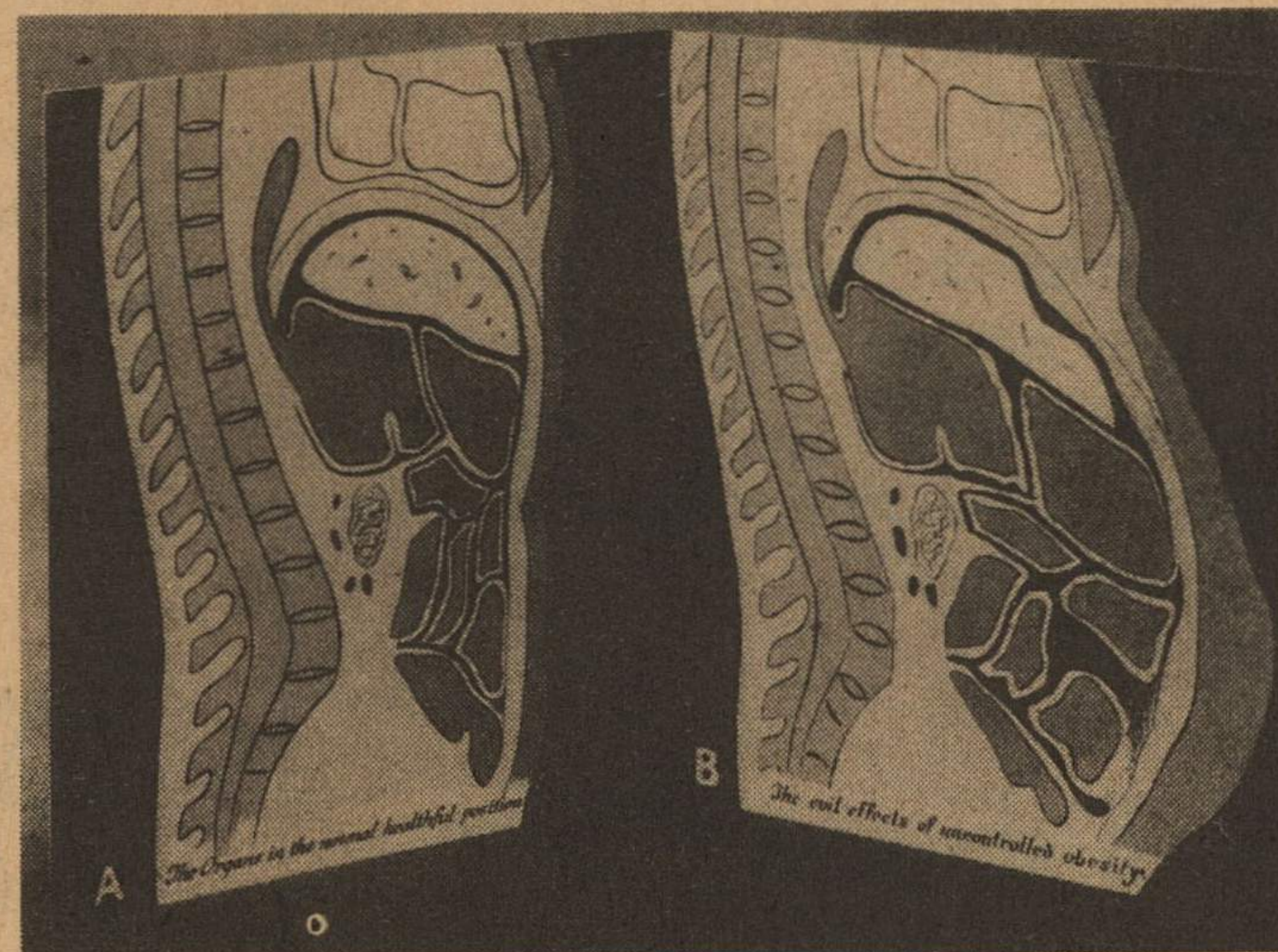
## The Protex Varsity Way—NO SAGGING Front View.



## The Old Way—SAGGING—Front View.



**Support and Protection are lost as waist-band slips down over the hips.**



**A** The Organs in the normal healthful position.

**B** The evil effects of uncontrolled obesity.

If your Sports Goods Dealer cannot supply you, order direct. Give circumference from small of back, around navel at front. **Correct size is important for comfort!**

**"ENDORSED BY WORLD CHAMPIONS"**

**GUELPH ELASTIC HOSIERY COMPANY LIMITED**  
GUELPH . CANADA