

NAAFA NEWSLETTER

NATIONAL ASSOCIATION TO AID FAT AMERICANS, INC.

P. O. BOX 745

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Photograph by Andree L. Abecassis

Llewellyn Louderback shows why "Whatever You Weigh Is Right" in *FAT POWER*. (Hawthorn Books, \$5.95, December 18, 1970).

OF LOUDERBACK....

Llewellyn Louderback, a free-lance writer, and former Vice-President of NAAFA, has written many books and articles for leading magazines. He began the extensive research into the social and medical problems of fat people, which led to his writing *FAT POWER* after finding himself intimidated several times into dieting by friends and acquaintances. He lives in New York City with his wife, Ann, and their two children, Philip and Carol. Llewellyn and Ann were Co-Founders of NAAFA; at present he serves as a Board Member.

OFFENSIVE ADVERTISING UNDER ATTACK

Marvin Grosswirth, head of the Publicity Committee, is conducting a program to counteract advertising which is offensive to fat people. He is writing to many of the companies and agencies which are responsible, expressing NAAFA's reasons for objecting to such advertising. NAAFA members will be advised of such advertising and you and your friends will be asked to boycott the brands until the offensive advertising is discontinued.

NEW "PINUP" CALENDAR: "HILDA"

Well, it really isn't new, but few people have seen Hilda before. Hilda, the well-endowed darling of B&B Advertising, is on a single-picture calendar such as the one shown above, which is a large 16x33". There is a new one each year, and there is also a six-picture six-page version. The NAAFA office has ordered a quantity of the 1972 "six-pager", on the belief that many members will be delighted to have, at a reasonable price, a calendar to compete with the more conventional pin-up calendar (usually carrying advertising for Ajax Roller Bearings, or what have you, along with a slim model). Orders for the 1972 calendar will be taken in November.

We are sorry that we were unable to bring you this year's six-sheet edition. However, if enough members want the 1971 single-sheet shown below, it can still be ordered by us. A small quantity will require that we ask \$2.00 each, really an excessive price for just one page.

Permission to reprint the Hilda picture courtesy of Brown and Bigelow Advertising, New York and St. Paul.



"HILDA"

PRESIDENT'S MESSAGE

Did you ever wonder what we do with your six dollars? The answer is, it pays for printing costs (about 40%), stamps (20%), legal costs (20%), and various (20%). Nobody is paid for his or her time, and we have no staff at present. It is as close to being an all-volunteer organization as is possible.

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It is very depressing to see what the current economic climate is doing to the country, and to fat people, among others. Overweight citizens are often in a precarious employment situation in normal times, and this situation is worsened by layoffs being experienced in many parts of the country. I am amazed by the number of employable fat people who are on welfare against their normal inclinations; there is something criminal about laying off someone on the basis of weight, instead of accomplishment. Also, I think that NAAFA's growth rate would be twice what it is, in a more favorable time. That six dollars is a lot of money when you can hardly pay the rent!

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Several members have written to ask where the best employment prospects for fat people are. This year, things are tough all over, but in general, the smaller, less formalized company, along with civil service, and of course, self-employment are the best bets. The unfortunate truth is that, with some exceptions, the more glamorous positions (high pay, pleasant surroundings, prestige-type job), usually with larger corporations, are hard for most fat people to get. Public schools and telephone companies are among the worst in this regard, and private (parochial) schools are among the best.

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Have you been keeping up with Mary Worth, in the comic section lately? A certain Miss Small (!) has a weight fixation, but otherwise quite personable, is having a rough time with men lately. Some interesting ideas are coming out in the strip, and those of us who are following it can hardly wait for the outcome.

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PROGRESS IN LOCAL CHAPTERS

The Membership Committee is pleased to report that Local Chapters are being set up in the following areas: New York, Hartford, Los Angeles, San Francisco, Westchester County (N.Y.), Baltimore. In these areas, members of NAAFA will receive notices of the details of the Local Chapter meetings within several weeks. There are many other areas which have enough members to support a Local Chapter. Would you like to help form one? Your request for information will be answered with a kit of materials which include everything you need to know.

NAAFA-DATE PILOT PROGRAM NEARLY READY

As reported in the last NEWSLETTER, the New York area members will soon be receiving application material for the first such dating program for fat people, and people who would like to date fat people. The program is now being rigorously tested, using "dummy data" that is, fictitious applicants, to detect any problem areas in the matching process. If none arise, the program will begin immediately afterward, in 2-4 weeks. Although the program must be called experimental, great pains are being taken to make it worthwhile. Success in this pilot version of NAAFA-DATE will encourage such programs in other areas where there are sufficient NAAFA members to proceed.

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DEC. 1970 - JAN. 1971 NEWSLETTER DELAYED

We apologize for the delay in the last edition of the NEWSLETTER. While it did go out the first week of January, it was mailed third-class to permit the enclosure of the CONSTITUTION at the same postal rate. Sad to say, some members have still not received the mailing. We are not likely to use third-class mail again, due to the terrible delay. Please let us know if you still lack the last NEWSLETTER.

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Do we publish too many book reviews? Yes, perhaps, in view of the limited space in this NEWSLETTER, and the many worthwhile topics crying for coverage. Soon, however, there will not be one in every issue, or at least we will have enlarged to eight pages; in any case, new books on the subject of "overweight" that are worth reviewing are not coming out at the rate of one per month.

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QUOTE WITHOUT COMMENT

Public Service Ad in Nov. 1969 Good Housekeeping magazine:

"IF YOU GIVE UP CIGARETTES,
YOU MIGHT GAIN A FEW POUNDS
(AND ALSO A FEW YEARS.)....."

Because even if you do gain a few pounds, you'll have the time to take them off....."

American Cancer Society

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Jean Nidetch, in Feb. 1971 Weight Watchers magazine:

"Compare the obese person with someone who is trim and alert. Certainly, the latter is better equipped to meet the challenges of life... thin is better... in every way."

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NAAFA BOOK SERVICE

This department of NAAFA is intended as a service to members who want a place to obtain books on the subject of overweight at less expense and trouble than ordering them through a regular bookstore, which can often take weeks. Only those books which have been favorably reviewed in the NEWSLETTER will be carried, although complete agreement with NAAFA'S position is never required. All books are normally in stock; send check or money order payable to NAAFA, and allow 1-2 weeks for delivery; we pay postage. Any small profits are used to help defray other NAAFA expenses.

**** FAT POWERNet \$4.95
(Louderback, Hawthorn Books, 1970, \$5.95) NEWSLETTER Review: Feb. 1971

**** OVERWEIGHTNet \$2.00
(Mayer, Prentice-Hall, 1968, \$2.45) NEWSLETTER Review: Dec. 70-Jan. 71

** SEX AND THE OVERWEIGHT WOMAN...Net \$.75
(Scheiman, Signet, 1970) NEWSLETTER Review: Oct. 1970

** THE OVERWEIGHT SOCIETYNet \$.75
(Wyden, Pocket Books, 1965) NEWSLETTER Review: To Be Reviewed 3/71

NAAFA NEWSLETTER\$.35 ea.
Back Issues (All issues available; First one was Vol. I, issue 1, Oct. 1970)

Ratings (NAAFA Reviewers)

- **** Excellent treatment of all aspects of overweight.
- *** Good treatment of most or all aspects of overweight.
- ** Good treatment of some aspects of overweight; some flaws.
- * Good treatment in some areas; serious flaws, but worth reading.

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FAT POWER: Whatever You Weigh Is Right.
by Llewellyn Louderback. Hawthorn Books, N.Y. Hardcover \$5.95
Reviewed by R.J. Markle

"People think that because fat is considered ugly and reprehensible in our culture, the same must be true of every culture, every period of history. This is not so. That we think it is, is a measure of how thoroughly our own culture has been brainwashed." (L.L.)

(FAT POWER con't.)

In our highly sophisticated, and thus highly artificial society "thin is in" and fat is out. The fact that this causes real damage to people, in acts ranging from job through social discrimination, does not matter much more to society at large today than the plight of the Negro did to society 30 years ago. It does not seem to this reviewer an exaggeration to say that Louderback's book may be to the cause of fat people what Gunnar Myrdal's An American Dilemma was for black civil rights.

The point is not that the existence of the book will change the attitude of anti-fat bigots overnight in television and the mass media, nor will it convince every constant dieter to act more naturally. But what it will do is provide a well organized, comprehensive body of information on the subject of overweight to potentially millions of fat (and not so fat) people.

The book will provide intellectual ammunition for fat people who have been put on the defensive because of what is, generally, a God given natural tendency. Its more important result may be to make many people more accepting of themselves as human beings.

It is well known that many of the victims of Nazi oppression came to identify with their oppressors, and viewed themselves with the same contempt that their concentration camp guards did. This, Louderback seems to be saying, is what has happened to fat people in America through the anti-fat brainwash. If the attitudes of the "victims" change in a free society, however, this can also change the attitudes of their oppressors.

The only technical criticism I have is that Louderback did not include footnotes in the work generally (although this may have been due to a parsimonious publisher and not the author). He does, however, include extensive documentation within the text.

The history of fatness in fashion revealed that, more often than not, fatness was fashionable in Europe and America up to the period of W. W. I, and the roaring twenties. The fact that fatness was considered healthy by leading doctors into this century, and the development of the anti-fat bias in the medical profession (traced by Louderback) is an area which is of great importance. This contribution alone makes the book worth reading.

The author's examination of the diet food industry, "fat" doctors, and medical research results tending to see fatness as a normal condition in many (which results are assiduously ignored by the mass media), are among the many important topics covered.

The value of Fat Power is enhanced by the writer's fast reading style. Reading it, I am convinced, will positively influence the attitude of even the most hardened victim of America's anti-fat bias.

---R.J. Markle

*R.J. Markle is Assistant Professor and Acting Chairman, Dept. of Political Science, College of New Rochelle, New Rochelle, New York.

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FAT POWER

-- WF Review

Since I agree completely with Prof. Mar-
kle's review, I will only add my belief that
FAT POWER will become the "bible" of the "fat
liberation" movement; Louderback is doing
for us what Kate Millett's SEXUAL POLITICS
helped to do for Women's Lib. This is great,
regardless of one's personal feelings about
that particular movement.

Louderback has emerged as a real author-
ity on the subject, something that is not e-
asy for a laymen to achieve. Let's hope that
his book gets the recognition that it deserv-
es.

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RECENT PUBLICITY IS ENCOURAGING

Since the last NEWSLETTER, NAAFA has re-
ceived several items of publicity, mostly
favorable. We were mentioned by Margaret
Mead in the Jan. issue of REDBOOK magazine.
She said that we were justified in pointing
out the discrimination suffered by fat peo-
ple; however, she also said that she be-
lieved that if we emphasized these aspects
too much, people might be frightened even
more to go on fad diets, etc. which she con-
siders undesirable!

An excellent piece on FAT POWER, on NAAFA,
and about exploitation of fat people app-
eared in NEWSDAY, the Long Island newspaper
(1/12/71). Mr. Louderback appeared on be-
half of his book and NAAFA, on the Betty
Hughes show (WCAU-TV, Philadelphia), and on
the Marie Torre show (KDKA-TV, Pittsburgh),
and on the Joe Franklin show and Barry Far-
ber show (WOR radio, New York). He also was
a guest on a show with Lee Steiner as mod-
erator, on WEVD radio, NY. The 6:00 NEWS
(WNBC-TV, 12/25/70) ran a human interest i-
tem on NAAFA and the general problems of the
fat citizen; interviewed were Bill Fabrey,
Marvin Grosswirth, Carol Plesner and Shirley
Stoler.

A very nice, full-page article on NAAFA
and FAT POWER appeared in the New York News
(2/14/71). We were also briefly mentioned
in an article on reducing in the Village Vo-
ice, New York, 12/17/70.

Generally, the publicity has been good.
However, an abominable article about NAAFA
appeared in the Jan-Feb, 1971 issue of "fit-
ness for living" magazine, a publication
for exercise and fitness buffs. The inten-
tion of the magazine are no doubt good; how-
ever, it is not recommended reading for
most red-blooded NAAFA members, especially
those who become easily annoyed when they
hear slanderous remarks about fat people.

If you see anything about NAAFA in your
local paper or any magazine, we would ap-
preciate it if you would send a copy of
it to our office.

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NEXT MONTH: LETTERS TO EDITOR

Coming next month as a regular feature
will be the "LETTERS" column. A more read-
able typeface and perhaps 8 pages are also
planned for introduction soon.

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"FAT AND UGLY"

The following is a letter written several
months ago by MEG after she read an ad in
the paper. We heartily approve, and sug-
gest that NAAFA's members do more of this
sort of thing in the future. Please send a
copy of any such letters you write to us,
so that we know what is happening! Of co-
urse, this particular offending ad occur-
red some time ago, and the company may no
longer be in existence. -- WF

"Owner
Discovery-International
1255 Post Street, Suite 530
San Francisco, Calif. #94109

Dear People:

I couldn't bring myself to begin with
"gentlemen" or any of the ordinary salua-
tions of letter writing etiquette.

I'm writing in reference to your adver-
tisement in Sunday's SF CHRON & EXAMINER
(2/1/70) which begins with the headline
"IF YOU'RE FAT AND UGLY GET YOUR OWN DATE!"

I am NOT "fat and ugly", but that very
statement belies what you claim in the
rest of your ad -- that you are "interes-
ted in the many facets of a personality,
not just one, and the basis for relation-
ships, not just meetings," etc.

BALONEY

If you were all that interested, you
certainly would not begin trying to sell
anyone your services with such an insult-
ing slur to the segment of overweight peo-
ple in this area! Your headline is de-
meaning and frankly, quite unkind. If
you are interested in all these "facets"
you talk about, what then could cause you
to think that statement about "fat and ugly"
is clever and appreciated?

Many of my friends are overweight, but
NONE of them are in the "fat and ugly" cl-
ass -- and even if they WERE, then to such
people your headline would be even more un-
kind and hurting for them. Don't you th-
ink of anyone else at all?

Don't bother to send me all your clap-
trap about the miracles you don't perform
and all the other baloney about your int-
elligent, attractive, real people. Your
clientèle may be "beautiful people", but
if they subscribe to the nonsense about
"fat and ugly" being all one word, they'
re not as beautiful as you claim.

GOODBYE "

-- M.E. Gwynne

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JOB DISCRIMINATION STUDY

The Board of Directors is considering bringing suit against some employer for weight discrimination. The American Civil Liberties Union (ACLU) may be asked to assist us. We must have documented evidence, however, a letter of rejection stating weight as the cause is needed. If you have such evidence, please send us a copy, even if you can't get personally involved.

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