

How's Your **FEM** Appeal?

a parody by Jezzi Belle Stewart

This was originally an advertisement for Kellogg's PEP cereal that I found in a 1945 issue of "Home Front" magazine. I really didn't have to do much modification to the text. I added the image and text modified fourth panel; the image of the girl is from a Pillsbury advertisement I found in a 1955 issue of "Life" magazine.

Hugs, Jezzi

How's your "Fem Appeal" ??

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Auntie A: Oh, Look at Junior. It's so sad. He hates those drab clothes and male body.

Auntie B: A little body building job for us, sister. The clothes can come later.



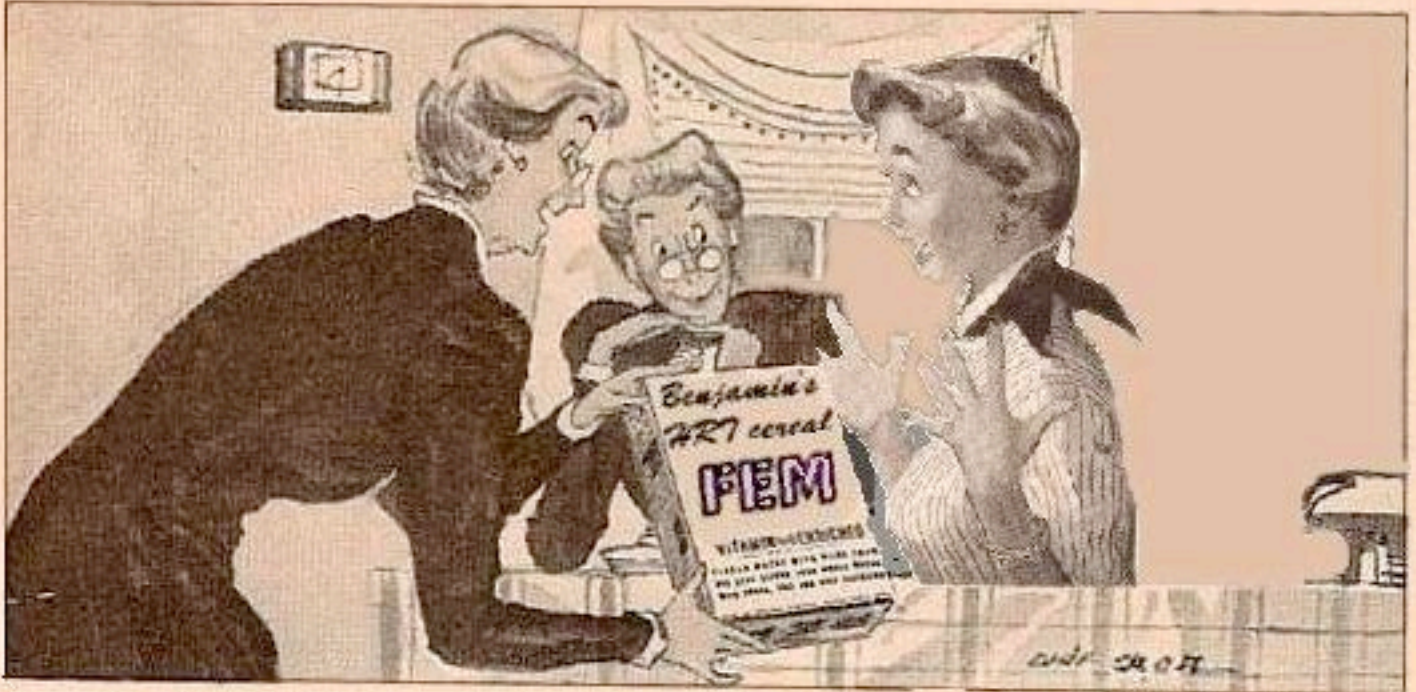
Auntie A: And now my fine young "niece", your convicted of not having enough feminine glamour, No mooth skin. No stylish hair. ... No T & A! (giggle)

Auntie B: And you're sentenced to eating right and getting all your hormones. You can't be femme without essential female hormones, you know. And right here is where you can make a start toward getting them. Come with us to the kitchen, my dear!



Auntie A: Yes, ma'am, right in that delicious cereal called BENJAMIN'S FEM - a cereal made of choice parts of soya flour, black and blue cohosh, and dong quai - you'll find extra-rich sources of three of the most important hormones: estrogens, progestagens, and antiandrogens.

Junior/June: Save the lecture, Aunties! If getting ALL the hormones I need is as much fun as eating FEM, I'm going to be the most changed "man" you ever saw!



Auntie B: Well, darling relative of ours, after just a year of feminizing breakfasts of Benjamin's FEM cereal, the results are spectacular! No more being the sad sack at parties for you, young lady.

June: Oh, aunties, thank you so much for introducing me to BENJAMIN'S FEM. I'm captain of the cheerleading squad and my boyfriend is our star quarterback - plus I'm getting A's in all my classes. Thank you, AND thank FEM !!

Hormones to be Femme! *Benjamin's Fem* for hormones!
Fem contains per serving 60-80% of the minimum daily needs of estrogens, progestagens, and antiandrogens for transitioning and post-operative transsexual women.

MADE BY BENJAMIN'S IN THE USA / SOLD BY ENDOCRINOLOGISTS EVERYWHERE