

"I LOST 39 POUNDS AND WON A NEW LIFE"



The inspiring case
of voice student
Catherine Ann Johnson
with the tried-and-true
**KNOX
EAT-AND-REDUCE
PLAN**



← BEFORE
When Miss Johnson started following the Knox Plan.
AFTER →
39 pounds lighter, with a new outlook on life and her career.

Miss Johnson's own story

"Ever since I was 8 years old I had been overweight. I attempted fad diets and other means to slimmness. Nothing seemed to work for long. I learned about the no-drug Knox Eat-and-Reduce Plan. I tried it. Without giving up any of my favorite foods, including desserts, all allowed in the Knox Choice-of-Foods Chart, I found the plan easy to follow. No battling hunger. No loss of energy. Today my bust measures 61 1/2 inches less, my waist and hips 5 inches less. I now wear size 14 dresses instead of those old 20's. I never felt better in my life. With the Knox Eat-and-Reduce Plan I have won a new, more wonderful life."

Catherine Ann Johnson

WANT TO LOSE 10 POUNDS OR 80?

If your doctor says you are overweight, ask him about the easy-to-live-with Plan, the safe, natural way to lasting slimmness, as hundreds of thousands have proved. No synthetic pills, candies, capsules or drugs. We suggest you send for the Knox Eat-and-Reduce Book.

FREE... way for more than 8 million

Its 36 pages, plus the liberal Choice-of-Foods Chart, do away with calorie-counting and "diet-hunger"—simply reducing on a safe, pleasant, natural basis. Developed by doctors, dietitians and home economists, it is yours without charge. This coupon brings it to you.



One of the keys to this famous slimming plan is Knox Unflavored Gelatine. Physicians recommend Knox. Your grocer has Knox in 4-envelope and 32-envelope packages.

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MAIL THIS TODAY...

Knox Gelatine, Johnstown, N. Y. Box FW-54
Mail me my free copy of the latest edition of the Knox Eat-and-Reduce Plan Book.

Name _____

Address _____

hunters: be bright, wear

YELLOW

If you don't want to be mistaken for game, avoid red clothing; it provides the poorest protection afield.

by Pete Czura

SCORES OF HUNTERS who go afield this Fall will return from the hunting scene on a stretcher. Many will be the unfortunate victims of trigger-happy sportsmen who mistook them for animals. It's time that steps were taken to safeguard all outdoorsmen by compelling them to wear a color that resembles no live game. Yellow is such a color. Suppose someone were to tell you that red, as a protective color in outdoor garb, is not only worthless but dangerous. What would you—the sportsman—do about it?

Would you foolishly persist in wearing red, or would you check to investigate what color, proved by many tests, would afford you maximum protection against being mistaken for game?

Being ordinary people, hunters stubbornly refuse to change lifelong habits. They overlook the fact that though red hunting clothing may seem brighter and more visible, it has established a false reputation of security and has been proved the worst color on this score.

Red is rapidly losing favor everywhere. Under certain conditions, it appears black. Other colors fade into a dull gray in dim

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