



FAB WASHES CLOTHES CLEANER AND WHITER THAN EVER BEFORE

Because New FAB contains Duratex—greatest washday development ever!

WHITER... New FAB with Duratex washes clothes dazzling white—even nylons and rayons!

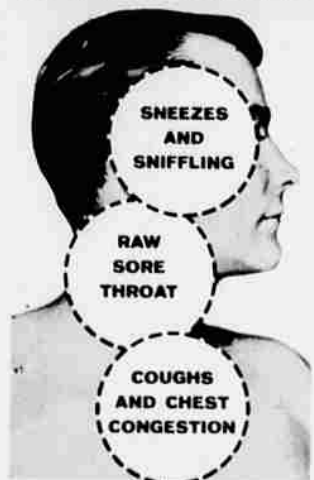
CLEANER... New FAB with Duratex gets clothes cleaner and whiter than ever before...*clean clear through*—not just surface clean.

FAB DEODORIZES, TOO... helps keep clothes odor-free even during wearing! And every New FAB washing adds more protection against odor!

Double your money back if your FAB wash isn't the cleanest, whitest, freshest ever! Just return FAB package with your name, address to: Colgate-Palmolive Co., Dept. FJF, 300 Park Ave., N.Y. 17.



STOP NEGLECTING 3 FLU OR COLD ZONES



SUPER ANAHIST brings relief to 3 zones where aspirin-buffering compounds don't work

SUPER ANAHIST COLD TABLETS

A Development of the Anahist Research Laboratories



Amazing 100-Year-Old Gypsy Bait Oil MAKES FISH BITE OR NO COST!



PICTURES PROVE IT REALLY WORKS! Look at 1295 lbs. fish, those big hard to catch small-feeders landed by Roy Martin early, Dingo, the Gypsy Fish Bait Oil used on all bait. Hundreds of pictures like these on file.

Mystery Scent Makes Small-Feeding Fish Go Crazy

Fishing scientists are just learning what wandering Gypsies know 100 years ago: many kinds of the most wanted fish such as catfish, bullheads, carp, snappers are "small" feeders. Gypsies invented this amazing scented oil formula that entices these fish through the thousands of tiny small organs covering their bodies. A whiff while feeding and these fish streak for your bait. They all fight over it and usually the largest fish wins. Just dab mystery scented Gypsy Fish Bait Oil on your bait. ... fish lakos, river, creeks, ponds, or the ocean. ... will fish with pole and bobber, cast, troll or spin. ... if you're bait's the biggest catch in the entire party, your money back. See, we're easy. Be skeptical as you like. But let us send you the DOUBLE STRENGTH GYPSY FISH BAIT OIL to try at our risk.

Catch 300 Big Fish or Money Back

Send for the new DOUBLE STRENGTH GYPSY FISH BAIT OIL (double size) for \$1.98 or 3 for \$4.98. The arrival deposit your money plus \$2.00, postage thru postman. Cash orders sent postpaid. If you don't catch at least 300 small feeding fish (big ones too) before all the Gypsies is used up, return empty bottle for money back. FREE! Handy water-resistant fisherman's pouch for matches, lunch, tobacco, etc. included free to keep even if you return empty bottle. Accept this friendly challenge. Write today to:

WALLING KEITH CHEMICALS, INC.
DEPT. 514-C BIRMINGHAM 1, ALABAMA

Worried about loose False Teeth?

Users report dental plates "stay put" for hours with PERMA-GRIP Dental Plate Powder. No slips—no wobbles. PERMA-GRIP is white, tasteless, alkaline. Won't "ball up". At your favorite store.



Centuries of breeding made this Alpine hero.

The REAL St. Bernards

Photos: George Pickow from Three Lions



Each Winter morning dogs range dangerous slopes. Instincts lead them to victims, warn of storms.



Dogs can sniff life even under four feet of snow.



If victim is unconscious, dogs act as "blanket."



Barking draws monks who take victim to hospice.

THE St. Bernard dog and his keg of brandy have been enshrined in legend. The legend, however, is a myth. St. Bernards still patrol the Alps, but they have more resourceful methods than brandy for rescuing lost travelers. In the first place, the kegs are too cumbersome to carry and too hard to open for weak or unconscious climbers, and the content is of dubious value when clear heads are needed. Instead, these great dogs, which have been at the Hospice of St. Bernard for nearly a thousand years, depend on instinct, endurance, and training. They can "feel" a storm coming on and often wander out on their own looking for stragglers. If the victim is still wandering, they lead him in. If he's overcome, they bark violently in his ear to wake him (and attract patrols), then lick and nip his face and hands, and finally lie over him to warm him. If all else fails, they try to tug him to safety. Barry, the most famous of all St. Bernards, made 40 such rescues. He died on the 41st when a snow-crazed victim stabbed him. The monks of the Hospice have since named the pick of each new litter "Barry" in his memory.



Another generation of St. Bernards begin lives dedicated to saving lost travelers.

Over and over again—It's the same old story...

Finally a formula that really works



"Our fights have turned to kisses!"

It's hard to believe that my wife and I used to fight. We always argued and bickered. The only real reason for it was that both of us always felt so tired that we got on each other's nerves. Our family doctor told us many people become worn-out and short-tempered because their diets do not contain enough vitamins and minerals. To correct this condition we began taking Vitasef Capsules! Before long we had more pep, our dispositions improved, we were back in each other's arms! Why don't you try Vitasef Capsules and judge the results for yourself?

"I was ashamed to always be so tired!"

I always felt simply "run-down" and didn't know why until my doctor put me wise. He explained why I felt "tired"—why my youthful vigor was slipping away—and suggested that a nutritional vitamin-mineral formula could help. One day I sent for a 30-day trial supply of high-potency Vitasef Capsules, and after taking one capsule each day for a short time, I began to feel new zest for living! Today I feel great—and you may too! See for yourself if you can again feel peppy and full of life. Mail the coupon as I did!



25¢ just to help cover shipping expenses of this

FREE 30-DAY SUPPLY High-Potency Capsules

LIPOTROPIC FACTORS, VITAMINS AND MINERALS

Safe nutritional formula containing 27 proven ingredients: Glutamic Acid, Choline, Inositol, Methionine, Citrus Bioflavonoid, 11 Vitamins plus 11 Minerals

To prove to you the remarkable advantages of the Vitasef Plan...we will send you, without charge, a 30-day free supply of high-potency VITASEF C.F. CAPSULES so you can discover for yourself how much healthier, happier and peppier you may feel after a few days' trial! Just one of these capsules each day supplies your body with over twice the minimum adult daily requirement of Vitamins A, C, and D—five times the minimum adult daily requirement of Vitamin B-1, and the full concentration recommended by the National Research Council for the other four important vitamins! Each capsule contains the amazing Vitamin B-12, a vitamin that helps nourish your body organs. Vitasef Capsules also contain Glutamic Acid, a natural substance derived from wheat gluten and thought by many doctors to help nourish the brain cells for more power of concentration and increased mental alertness. And now, to top off this exclusive formula each capsule also brings you an important dosage of

Citrus Bioflavonoid—the anti-cold factor that has been so widely acclaimed. This formula is so complete it is available nowhere else at any price!

AMAZING PLAN SLASHES VITAMIN PRICES ALMOST IN HALF

With your free vitamins you will also receive complete details regarding the benefits of this amazing new Plan that provides you regularly with all the factory-fresh vitamins and minerals

you will need. You are under no obligation to buy anything! If after taking your free capsules for three weeks you are not entirely satisfied, simply return the handy postcard that comes with your free supply and that will end the matter. Otherwise it's up to us—you don't have to do a thing—and we will see that you get your monthly supplies of capsules on time for as long as you wish, at the low money-saving price of only \$2.78 per month (a saving of 45%).

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Yes, I accept your generous no-risk offer under the Vitasef Plan as advertised in Family Weekly.

Send me my FREE 30-day supply of high-potency Vitasef Capsules as checked below:

☐ Man's Formula ☐ Woman's Formula
I ENCLOSE 25¢ PER PACKAGE for packing and postage.

Name _____
Address _____

City _____ Zone _____ State _____
This offer is limited to those who have never before taken advantage of this generous trial. Only one trial supply per person.

IN CANADA: 394 Symington Ave., Toronto 9, Ont.
(Canadian Formula adjusted to local conditions.)

Mail your Truth Dollars to
CRUSADE for FREEDOM
c/o your postmaster—TODAY!

Kellogg's
ALL-BRAN
Overcomes
Constipation
(due to lack of bulk)

Cold Coming On?

The first sniffle or sneeze is a warning—reach for Listerine! Gargle Listerine Antiseptic full-strength every few hours.

12-year tests proved: People who gargled Listerine twice daily had fewer, shorter, milder colds than those who did not.

Reach for Listerine
... your No. 1 protection against infection