

AS FEATURED ON THE DAVE GARROWAY "TODAY" SHOW

Actual
side-by-side
comparisons
prove you can
stop paying
high prices for

VITAMINS

Let's talk straight about saving money! You've read recent reports of the high cost of drugs and vitamins. Now read this...an important message with specific facts that can help you *lower* your cost of living...help you *stop* paying high vitamin prices!

Check prices in the comparisons pictured here. Note the considerable differences in cost between the national brands sold in drug stores and General Nutrition brand vitamins sold direct-by-mail. Remember, please, that both brands being compared are the *same* potency, *same* quantity—and conform to the *same* United States Government regulations. Remember, too, that General Nutrition vitamins are *guaranteed full potency, guaranteed absolutely fresh!*

Savings of 40% to 80%

Illustrated here are merely three examples of how you can save on *all* your vitamin needs, just as many doctors and over one million families now do. General Nutrition's latest 40-page catalog describes more than 100 fine quality vitamin formulas and nutritional supplements that you can obtain direct-by-mail. It's so easy to order the formula you require—at *savings of 40% to 80%*, compared to many store prices for certain similar products.

General Nutrition vitamins and supplements are carefully prepared in great, modern, quality-controlled laboratories...the *same* laboratories that prepare many of the vitamins sold in drug stores. Your order is always rushed to you the *same day* it arrives. And you are always protected by this ironclad guarantee: *You must be completely satisfied with quality, potency, freshness—and your savings—otherwise return the unused portion for money back, promptly and in full.*

Catalog is FREE!

Send for your free vitamin catalog today! All it takes is ten seconds of your time for something that may help you save up to \$50 and more this year! Simply fill out and mail the coupon below. You'll receive *absolutely free* the latest 1961 General Nutrition catalog. Check it yourself...show it to your doctor if you like. Then start saving on vitamins—*direct-by-mail from General Nutrition!*

All General Nutrition vitamins have earned this famous
PARENTS' MAGAZINE COMMENDATION SEAL.



GENERAL NUTRITION CORPORATION

VITAMIN SALES DIVISION

Helping America save money on vitamins for more than two decades
239 Fourth Avenue, Dept. 409, Pittsburgh 22, Pa.



Once-A-Day Multi-Vitamin Formula sold in many stores for \$3.00.
Similar formula direct-by-mail from General Nutrition: only \$1.25.



Therapeutic Multi-Vitamin Formula sold in many stores for \$9.45.
Similar formula direct-by-mail from General Nutrition: only \$3.10.



Vitamin B-1, 25 mg. tablets, sold in many stores for \$3.00.
Same potency direct-by-mail from General Nutrition: only 45¢.

FREE VITAMIN CATALOG! MAIL COUPON NOW!

General Nutrition Corporation, Vitamin Sales Division,
239 Fourth Avenue, Dept. 409, Pittsburgh 22, Pa.

Please rush my free copy of the new, money-saving General Nutrition
vitamin catalog.

Name _____

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City _____

Zone _____ State _____

