Life Begins At40

Born in 1852-and Never Husky as a Girl and Young Woman

She Was Near Middle Life Before She Gained the Health and Vigor that She Still Keeps at 85

Mrs. Emogine Hallock of Yonkers, N. Y., started out with a none-too-good constitution. For half of her life she was considered delicate.

She early learned to watch her diet and guard what health she had.

Gradually her health improved -and she looks back on her forties as the years that first saw her really well.



MRS. HALLOCK (Picture taken this year)

wonderfully good health," she says. She helps with the housework and likes to travel. "If you protect your health," she says, "when you get to be my age, you will be well and strong and healthy, too."

Health Is Worth TAKING CARE OF- Particularly After 40. Some physical weakness often forces people to protect their health. Around 40, many people for the first time meet this necessity. A Now in her middle 80's, "I have | them splendidly well. slight adjustment often keeps

OVERCAME ILL HEALTH-SO CAN YOU

Successful in New Work at 44

Dear Life Begins: After 28 years with one concern, last spring I lost my job. The shock was so great my health went to pieces went up in the

country and chopped trees, but my health got worse.

Then I remembered a doctor had prescribed yeast cakes for my mother. I decided to try Fleischmann's Yeast for my own case.



William P. Shaw Regains Health Miss Stevens

Once Delicate Fortunately for me. public was familiar with the health



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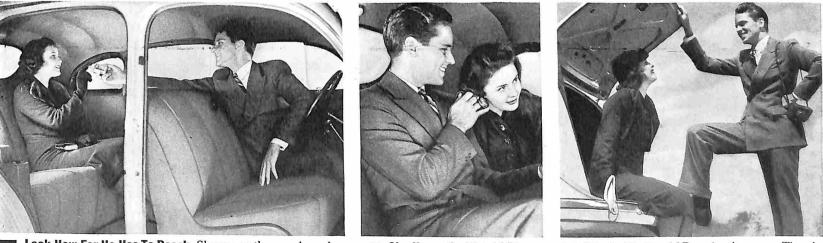
LOOK AT PRICE TAGS

This year, particularly, look at the prices of "All Three" low-priced cars.

The big, beautiful 1938 Plymouth is by far the greatest value in Plymouth history ... at an amazingly low price.

The only way you can appreciate Plymth's value is by driving it...comparing s size, luxury and performance with other low-priced cars. Do it today!

THIS FINE CAR IS WITHIN YOUR REACH - Remember...the new 1938 Plymouth is actually one of the lowest-priced cars built today. The Commercial Credit Company offers easy payment terms through Dodge, De Soto and Chrysler dealers. Tune in Major Bowes' Original Amateur Hour, Columbia Network, Thursdays, 9 to 10 P. M., E.S.T.



Look How Far He Has To Reach. Shows you the roominess in this big, new Plymouth. There's luxury here...lovely new upholstery, rich appointments ... big, wide, "chair-height" seats. And you ride with the safety of solid steel around you.



Still Strong and Teaching - Over 60 Dear Life Begins:

My health needed careful watching when I was very much young-er. You wouldn't think t to look at me today! 1 am over 60 and beginning my forty-fourth year of teaching.

long before the general

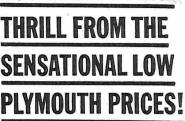
Cover Design by Herbert E. Marsden A Lure to Outdoor Living . .

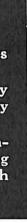
Color photograph by F. M. Demarest Imagination and Precedent in This Restoration-House Plants on Display Home of Edward Shepard Hewitt What and What Not to Do with Your Oil Paintings

Carl Dame Clarke Maximum Light for an Architect's Home—Home of Paul D. McCurry New Ways of En-What to Do When Bitten by the Glass Bug

Evelyne Mano Lambrecht The Sub-Deb Entertains the Younger Crowd . Doris Hudson Moss

This Kind of Value YOU'LL GET A REAL THRILL FROM THE Makes a Great Car SENSATIONAL LOW PLYMOUTH PRICES!







It's a Beauty! And back of that smart radiator is an 82-horsepower "L-head" engine that will thrill you with its performance...amaze you with its economy.



Handier Handbrake! It's out of the floormuch easier to reach. The beautiful, new instrument panel is "Safety Styled." Steering is faster and handling is easier.

She Hears the Watch! Plymouth is sound-proofed like a radio studio. And rubber body mountings block out vibration

What a Big Trunk! Roomier than ever. There's no sill to lift luggage over. The lid opens wide, and has a new tamper-proof lock. There's even an electric light for the inside

