

Life Begins At 40

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. HALLOCK
(Picture taken this year)

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.

Now in her middle 80's, "I have

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 slight adjustment often keeps them splendidly well.

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.

I 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

Still Strong and Teaching—Over 60

Dear Life Begins:

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

Fortunately for me, long before the general public was familiar with the health of Fleischmann's Yeast.



Home of Mr. and Mrs. Harold Deuel, Slingerlands, New York

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



5 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!

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