



WHERE 15 WERE KILLED—Wreckage resulting from collision of two trains at Welwyn Garden City, Hertfordshire, England.

(Acme photo.)



WHERE WINTER SPENDS THE SUMMER—Mountain climbers on Mount Rainier, Washington.

(Associated Press photo.)



Years ago, when thousands of bison roamed the West, naturalists frequently found these usually timid animals engaged in savage fights with other beasts. They discovered that the herds were battling over possession of salt licks to which instinct led them for elements absolutely essential to animal life.

He'd fight ANYTHING for what's in Budweiser

For nearly three quarters of a century, the world has acclaimed BUDWEISER as the very finest of beer—wholesome, smooth, sensible and sociable. Brewed from Nature's choicest ingredients by flawless methods, BUDWEISER retains those natural elements absolutely essential to life and health. Among them are potassium, magnesium, sodium and calcium in the form of alkaline salts—and they're in every bottle of BUDWEISER you drink. When people perspire freely they lose these salts. When the loss is too great,

severe fatigue and even heat exhaustion may result. To replace these elements, nothing is more essential than a balanced diet. Top it off with wholesome BUDWEISER!

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THE ALL-YEAR-'ROUND DRINK



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(greatly enlarged)

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