Now!
Pour a little.
Squeeze a lot.

NEW FLAVOR-CONTROL TOP.

SAME ORIGINAL
GREAT SAUCE.

NEW
UNBREAKABLE
BOTTLE.

HEINZ WORCESTERSHIRE SAUCE
IN NEW UNBREAKABLE SQUEEZE BOTTLE.

DEALER: Send this coupon, after redemption, to
H. J. Heinz Co., P.O. Box 7, Pittsburgh, Pa. 15230,
for reimbursement of 75 cents postage handling. Sources
proving purchase of satisfactory stock at Heinz
Worcestershire Sauce in plastic bottles to cover
this offer will be solicited. If necessary, dealers
must prove purchase to H. J. Heinz Co. with
their own source of supply. This offer does not
affect prices. A look-alike bottle will not void
this offer. A copy of this offer constitutes fraud.

7¢ STORE COUPON—7¢

7¢ OFF

HEINZ WORCESTERSHIRE SAUCE
IN NEW UNBREAKABLE SQUEEZE BOTTLE.

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The old people nobody wants

PACIFICATION—Keeping elderly patients docile is main goal of many mental hospitals, with rehabilitative treatment secondary. Above, a child's doll is pacifier to a bedridden old woman at Richmond State, Indiana. Below, a heavily sedated patient at Philadelphia State sprawls asleep on ward floor. Most institutions regularly give drugs, largely to keep old patients "manageable."