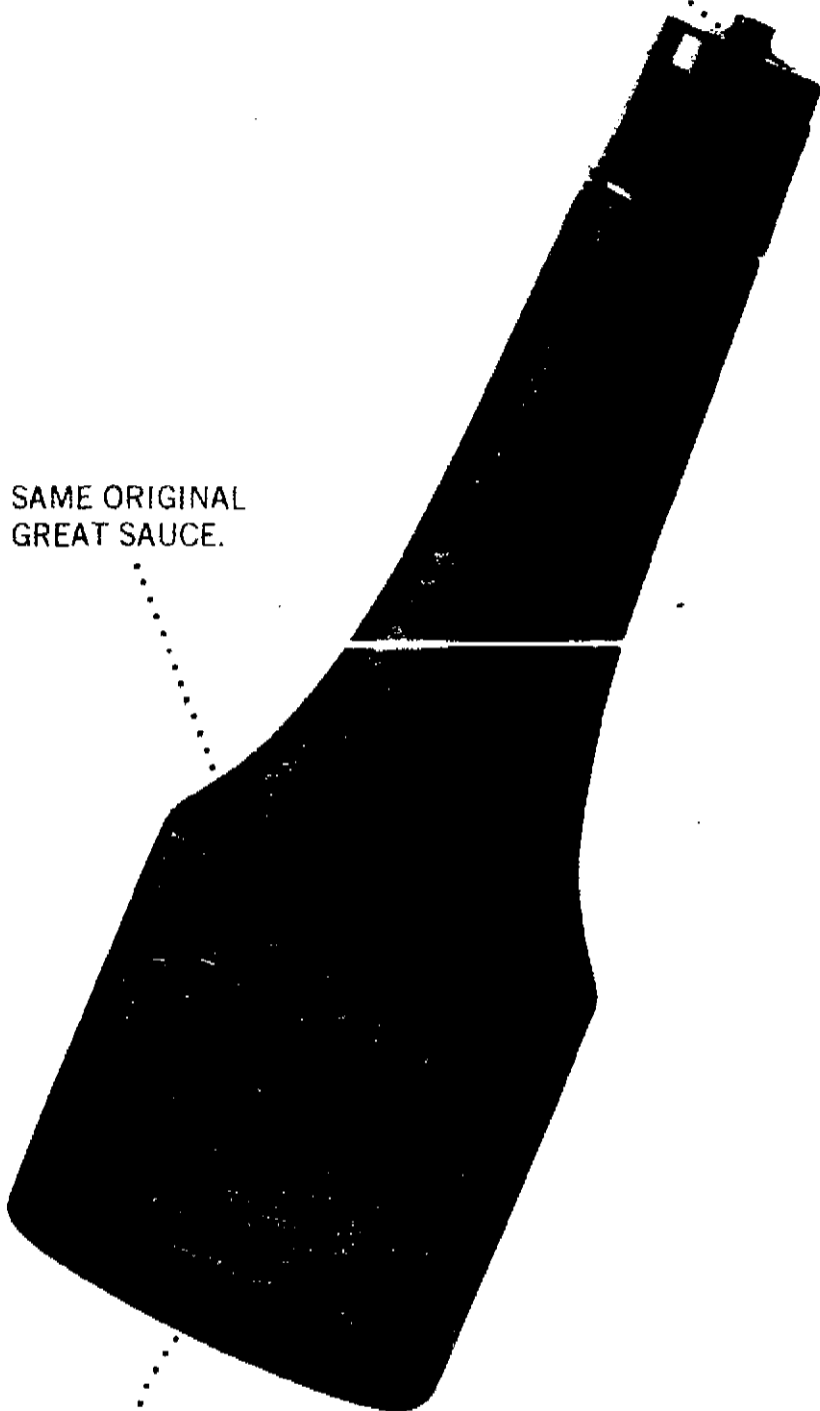


# Now! Pour a little. Squeeze a lot.

NEW FLAVOR-CONTROL TOP.

SAME ORIGINAL  
GREAT SAUCE.



NEW  
UNBREAKABLE  
BOTTLE.

7¢ STORE COUPON 7¢

**7¢ OFF**  WPS

**HEINZ WORCESTERSHIRE SAUCE  
IN NEW UNBREAKABLE SQUEEZE BOTTLE.**  
DEALER: Send this coupon, after redemption, to  
H. J. Heinz Co., P.O. Box 4, Pittsburgh, Pa. 15230,  
for reimbursement of 7¢ plus 2¢ handling. Invoices  
proving purchase of sufficient stock of Heinz  
Worcestershire Sauce in plastic bottles to cover  
coupons presented must be shown upon request.  
Failure to do so will void all coupons. Coupon non-  
transferable. Sales tax must be paid by consumer.  
Void wherever prohibited, taxed or restricted. Cash  
value: 1/20 cent. Any other use constitutes fraud.

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CONTINUED FROM PAGE 5

## 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."



continued