

It's not too early to reserve
your "million dollar"

St. Joseph 1960 FAMILY ALMANAC CALENDAR

WORTH 50¢ TO \$1.00 EACH!

It's going to be your druggist's

FREE GIFT

to you this Christmas*

It's a new type of calendar, in living color: with over 150 "magazine" features and pictures!



APPROVED BY MORE DOCTORS THAN ANY OTHER*

That's just one of many reasons every family
with children will benefit by asking for the St. Joseph

"FAMILY ASPIRIN PAIR"!



St. Joseph (adult) Aspirin and St. Joseph Aspirin For Children are products of Plough, Inc., makers also of Mucinex ("baked beet" relief for chest colds and aching muscles), Mexsana Medicated Powder and many other quality products.

FOR YOURSELF: Scientific facts prove aspirins are not all alike! And St. Joseph adult Aspirin (regular 5 grain tablets) is the best, safest, fastest aspirin you can buy.

Actually, St. Joseph Aspirin tablets are smaller—because not loaded with starch "filler." They don't disintegrate in your throat... yet are ready to act faster than all other pain relievers tested! And they don't upset the stomach!

St. Joseph Aspirin costs less, too! So... why overpay for strong combination drugs you don't need... or for so-called buffering? Remember, more doctors approve aspirin than any other single agent for pain relief. Get St. Joseph Aspirin.

FOR YOUR CHILDREN: St. Joseph Aspirin For Children was first with the dosage doctors favor... first with the flavor children prefer... first with the new doctor-approved safety cap that makes it safe from children as well as for them—helps prevent accidental opening!

No wonder more doctors prefer St. Joseph Aspirin For Children than all other children's aspirin combined... than any other medication for children! No wonder mothers insist on it... whenever children need aspirin for fever or pain.

Don't risk untested medicine. Get specialized St. Joseph Aspirin For Children with the 1/4 grain creamy-textured tablet that you know is best.



LOOK WHAT IT CONTAINS!

Last year some seven million families got a St. Joseph Almanac Calendar. This year, demand will be greater. That's because it's all new—different—all in full color, front and back, for a total of 96 pages. The world's most useful calendar. A few of the features (such as illustrated at left) are:

The man who gave us Santa Claus... Ways to wrap Christmas gifts for more pleasure... How to get your child to make friends with the doctor... How to keep your child healthier... Beauty's "night shift"... How to make over old furniture easily... How to protect child from colds... Nearly one-dish meals for winter nights... How to make Thanksgiving easier for Mother... Quick 'n' easy Halloween treats... &

In-one Christmas cookies recipe... How to glaze fruits... Stretching exercises for beauty and health... Dishing can fool you... How to look better in a bathing suit... Life-saving resuscitation... Picnic, camping, vacation ideas... Tips on getting a glorious sunset... Fall travel arrangements... 128 wise sayings for better living... Famous historical dates... weather predictions... birthdates... fishing calendar... planting information... other calendars featured... Memorization chart... large spaces for writing birthdays and anniversaries... daily record spaces... large, clear, easy-to-read calendar numbers. See your druggist now... ask him to save a St. Joseph Family Almanac Calendar for YOU!

Not for sale—this calendar is yours free from your druggist. So speak up—don't miss out this year! Your druggist will be glad to save you one in appreciation of your patronage!

Don't think it's too soon to ask your druggist to reserve your 1960 St. Joseph Family Almanac Calendar! Because—this year it's a totally new kind of calendar. And—they'll go like hot cakes as soon as he opens his supply!

Here's why. The 1960 St. Joseph Almanac Calendar is a "million dollar" calendar. Gloriously new and glamorous in many ways. It contains literally hundreds of tips and features and ideas—enough to interest every member of the family every day in the year.

There are health and beauty ideas... Tips on child care... Christmas decoration ideas... Diet aids and recipes from

top authorities. In fact this is a regular "magazine." Full of information for every season. To help you live better in 1960. To give you more inspiration.

The 1960 St. Joseph Family Almanac Calendar was prepared with the help of the country's leading magazines and newspaper supplements. It contains material never before available in a calendar. It's the liveliest, most beautiful calendar you ever saw.

Your druggist buys this calendar to give to you. But he may have ordered only a limited supply. So—don't miss out! Reserve your St. Joseph Family Almanac Calendar... right away!

*Many calendars that contain far less actually sell for over a dollar! If your druggist hasn't yet ordered his supply of 1960 St. Joseph Family Almanac Calendars, send his name and address without delay to Plough, Inc., Dept. 60, Memphis 1, Tenn.