

Betty's BLUE

PERIODIC PAIN

Don't let the calendar make a slave of you, Betty! Just take a Midol tablet with a glass of water . . . that's all. Midol brings faster relief from menstrual pain—it relieves cramps, eases headache and chases the "blues". So get Midol today.



Betty's GAY WITH MIDOL



RHEUMATIC ARTHRITIC PAINS

Do you know there is no faster, safer, more effective pain-relieving agent in all the world than DOLCIN? More than 2,000,000,000 (two billion) DOLCIN tablets have been used to help millions of men and women relieve moderate pains and discomforts of arthritis, rheumatism, sciatica, lumbago whenever they occur. The DOLCIN formula is prescribed by many doctors . . . used by scores of hospitals. Try DOLCIN® tablets today.

Protect YOUR HEART!

VIOBIN WHEAT GERM OIL

**HELPS HEART ACTION
GIVES MORE STRENGTH
• STAMINA • VIGOR •**

9 Years University Experiments, 500 Persons PROVE Viobin Oil helps heart action - increases endurance.

Liquid - Capsules
Send — FREE BOOK No. 18
VIOBIN MONTICELLO, ILLINOIS

Defuse substitutes. Only Viobin proved effective.

BACKACHE & NERVE TENSION

SECONDARY TO KIDNEY IRRITATION
NEW YORK—Special: Thanks to new, scientific laboratory formulation, thousands of men and women now escape feeling old, tired, irritable and depressed from losing sleep and worrying about "Bladder Weakness"—Getting Up Nights or Bed Wetting, due to common Kidney or Bladder Irritation, which often results in secondary Backache, Headache and Nervousness. In such cases New Improved Cystex usually gives quick, calming relief by combating irritating germs in acid urine; and by relaxing, analgesic pain relief. Safe for young and old. Get Cystex at drugist. Post better fast.

The Book That Bypassed Time



Folksy editor of folksy almanac takes time to chat with New Hampshire neighbor.



Photos by George Woodruff

SINCE 1792, *The Old Farmer's Almanac* has been uninterruptedly telling folks when to plant crops, how to dress for the Fourth of July band concert, and what quips to use when the tatting circle's conversation lags.

Modern times and the move to the big city haven't dulled America's appreciation for this folksy contribution to publishing history. Changes even seem to have strengthened the annual, making it a quaint link to an unsophisticated past.

Yet in 1940 it seemed that *The Old Farmer's Almanac* would go the way of *Godey's Lady's Book*, *McClures*, and other old-time reading favorites. Circulation was dropping rapidly until Robb Sagendorph took over and hit at the source of its troubles—modernization. Sagendorph threw out the *Almanac's* "new look" and returned to ancient woodcuts, ornate type faces, puzzles, astronomical calculations, tidal references, "rube" witticisms. And Americans again bought copies, nearly a million a year, as avidly as their granddaddies did.

One standby of the *Almanac* has never been tampered with—its year-round weather forecasts which are based partly on a secret formula developed by an *Almanac* employee in the 18th century. *Almanac* boosters contend these daily weather predictions are about 80 percent correct, a figure meteorologists sometimes envy.

While outward *Almanac* appearances are unchanged, Sagendorph has imparted much of his own David Harum canniness to its pages, and his neighbors and friends in Dublin, N. H., where the annual is published, also contribute to its native American personality. Here is a camera visit with editor Sagendorph and his venerable publication, both steeped in Yankee heritage.

Boss Robb Sagendorph, arm resting on old-fashioned press, scans new page proofs.