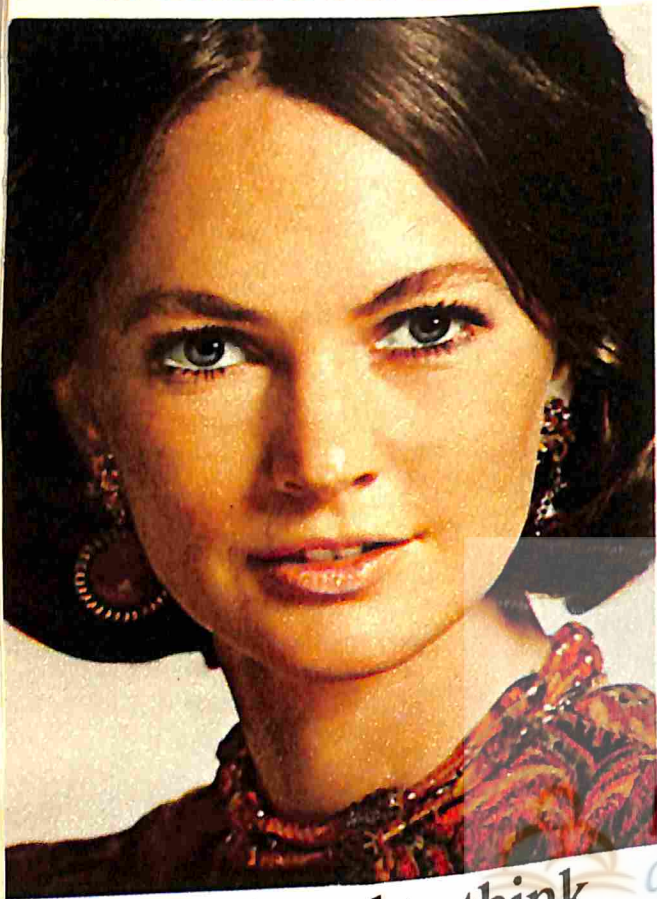


Midol® does so much
good for me
at menstrual time...

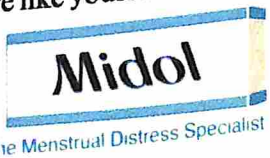


...and I used to think
it was just for cramps

You know how it is when menstrual time is getting close. One by one, you start feeling those annoying discomforts that make up the total menstrual picture. That uncomfortable feeling. Low backache. Headache. The pain of periodic cramps. All leading to a tense, irritable feeling.

You're grouchy and grumpy with everyone around you. You become difficult to live with—and you know it. That's when MIDOL does so much to relieve your menstrual problems.

The medically-approved ingredient in MIDOL relieves pain of low backache and headache—to help soothe accompanying irritability. And the exclusive formula of MIDOL helps stop cramps with an anti-spasmodic—an ingredient you don't get with ordinary pain relievers. MIDOL takes you through the uneasy menstrual period feeling more like yourself.



Now try Midol® feminine deodorant spray with reserve protection. The more you need it—the more it works...Gentle...Effective.

Woman's Day

JULY, 1973 • THIRTY-SIXTH YEAR • TENTH ISSUE
"HOLD UP MY GOINGS IN THY PATHS THAT MY FOOTSTEPS SLIP NOT." PSALMS 17:5

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Photograph by Sigrid Owen. "A Little Silver Basket" is also shown on page 82, with directions for making it

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JULY 1973

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Woman's Day

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to make for \$4

