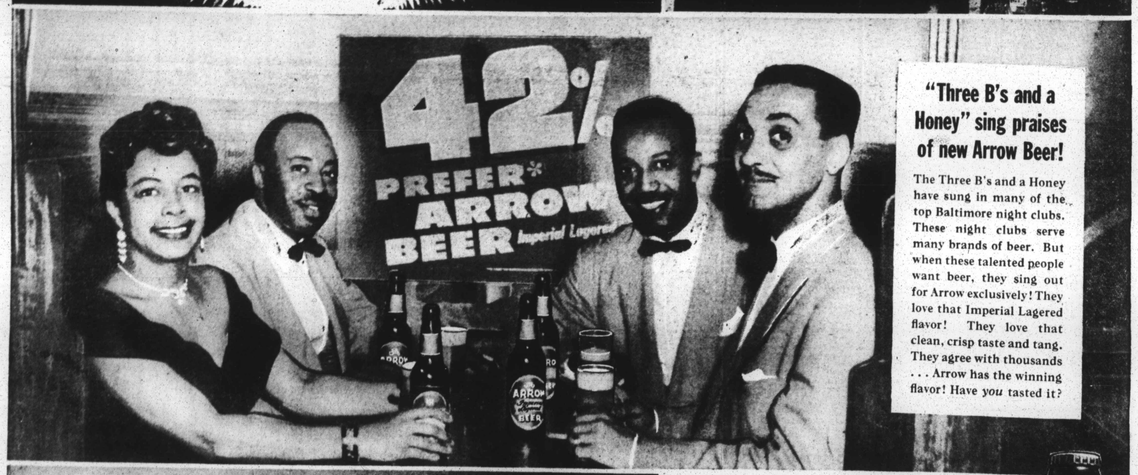
Again and again in Baltimore and Washington—

ARROW WINS!

—because the new Arrow is strong on flavor!

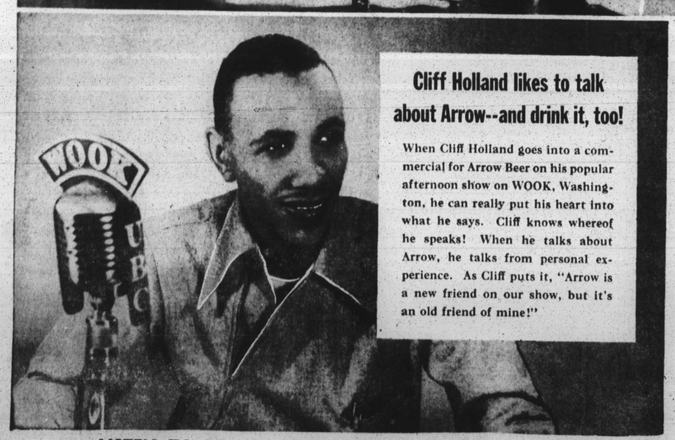
Finds no other beer satisfies like the new Arrow Beer!

At one time or another, Miss Louise R. Hall of Washington, has tasted quite a few of the beers sold in Washington. Now Miss Hall drinks Arrow exclusively. Arrow wins her choice because "Arrow satisfies without having the bitter taste most other beers have." Thousands of people agree with Miss Hall! How about you?



"Three B's and a Honey" sing praises of new Arrow Beer!

The Three B's and a Honey have sung in many of the top Baltimore night clubs. These night clubs serve many brands of beer. But when these talented people want beer, they sing out for Arrow exclusively! They love that Imperial Lagered flavor! They love that clean, crisp taste and tang. They agree with thousands . . . Arrow has the winning flavor! Have *you* tasted it?



Cliff Holland likes to talk about Arrow--and drink it, too!

When Cliff Holland goes into a commercial for Arrow Beer on his popular afternoon show on WOOK, Washington, he can really put his heart into what he says. Cliff knows whereof he speaks! When he talks about Arrow, he talks from personal experience. As Cliff puts it, "Arrow is a new friend on our show, but it's an old friend of mine!"

How do you know?

Until you try it and you decide it, how do you know? Thousands of Baltimoreans and Washingtonians are changing their minds and changing to the new Arrow Beer. Give it a try and find out why!

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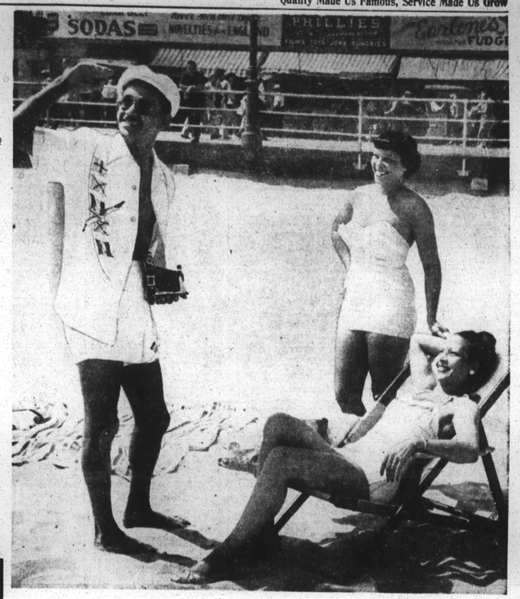
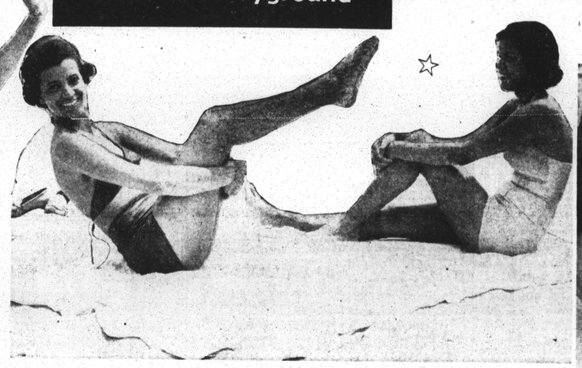
LISTEN TO BILL DYER—MONDAY THROUGH SATURDAY, 4 TO 6 P.M., W-W-I-N—1400 ON YOUR DIAL



DODGERS COME FIRST—These Jackie Robinson fans are more interested in the Dodgers' score than bathing at the beach. Left to right are: Mrs. Lois Proctor, Miss Mary Pipes and Mrs. Elfride Warf, all employees of the Department of Labor, Washington. Below, Miss Ursula Jackson waves to a friend as she leaves the surf on the shoulders of John Richardson, Wildwood, N.J. Miss Jackson, Philadelphia, said the sand was too hot for her feet.

Atlantic City Has Reputation as—

America's Playground

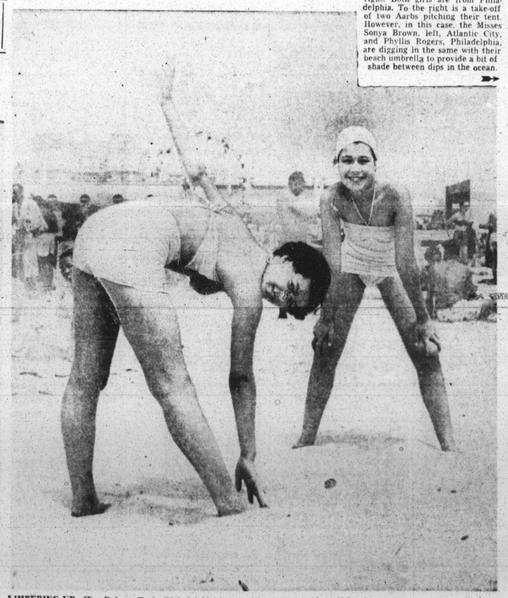


"WHERE'S THE SUN?"—Like hundreds of other camera bugs who find the beach an ideal spot for taking pictures, Aaron Smith checks the angle of Ole Sol's rays before taking a snapshot of Miss Eunice Jenkins and Miss Thelma Green (in chair). It was all part of their recent visit to Atlantic City.

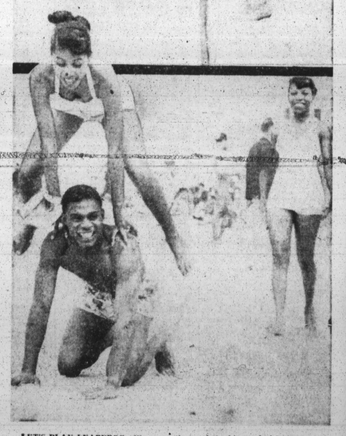
STAFF PHOTOS BY G. MARSHALL WILSON

A LITTLE TOO HOT was the sand for Miss Helen Jones's tootsies. The photogarpher snapped her as she lifted them to cool. Quite amused was Mrs. Eleanor Perry, right. Both girls are from Philadelphia. To the right is a take-off of two Aarbs pitching their tent. However, in this case, the Misses Sonya Brown, left, Atlantic City, and Phyllis Rogers, Philadelphia, are digging in the same with their beach umbrella to provide a bit of shade between dips in the ocean.

"I WANNA STAY"—Little Pram Proctor is a bit reluctant to leave the surf in Atlantic City and the piggie back ride on Mrs. Ethel King doesn't seem to help a bit. Both are from Washington, D.C.



LIMBERING UP—Miss Dolores Toole, Philadelphia, is exercising to prepare herself for the many outdoor activities on the beach at Atlantic City. Watching her is her cousin, Miss St. Claire Dore also of Philadelphia.



LET'S PLAY LEAPFROG—Warm weather and the big sandy beach at Atlantic City tend to bring out the athletic desires of many visitors. William Cannady, Philadelphia, is on his hands and knees for the game of Leap Frog. Participating in the event are the Misses Roberta Nicholson and Marjorie Mcleff of Philadelphia.