—Roads st

(Continued fro

not encountered qualified colo could be employed.

"We've recruited at Penn St

When asked if they had soug ward University, Mr. Bender r would be whether they had an civil engineering."

Whether or not the Roads white engineers because of a sca is a question that must temporar

• • •

ON THE LESS rigid demands Roads officials had more ready Marylanders were hired by their

"Again," said Mr. Bender, "' lem. Take a job like stenograp a classification we have here, w job, you need people who have b ing."

When asked how a clerical w nographer - engineer, the offici the agency."

"I am a man of peace; God knows how I love peace. But I hope I shall never be such a coward as to mistake oppression for peace."

Hungarian Freedom Fighter
Kossuth

Prayer of the Week

We thank Thee Lord for the strength to come home. For the joy of homecoming and loved ones to welcome us home.

Thou has comforted us in our anxieties, sustained us in our weakness and now has brought us safely home. Amen.

A Plea From Mrs. Santa

If the cartoon at the right appears familiar . . . it is.

We published it last year as the Mrs. Santa Project reached its climax.

Our artist, Thomas Stockett, created the drawing, and more than anything else that we've seen, we believe that it portrays the type of youngster we are trying to help through Mrs. Santa.

It was five years ago that we began our Mrs. Santa Project, because of our concern for those people, who through no fault of their own, face the prospect of a bleak and joyless Christmas Day, while most of us are enjoying ourselves.

The response to our first appeal more than overwhelmed us, and the same thing has held true in the intervening years.

The project has required long hours and personal sacrifice of not only our own staff, but of countless volunteers who believed as we did, that the effort was well worth the result.

We've often been amazed at how little it takes to make these families happy — an inexpensive basket of food, a toy, and in some instances just a single kind word to let them know that somone did care.

This year we are once again appealing to our readers to open their generous hearts to the needy at Christms.

The youngster shown in the cartoon could be anyone's child — a lonely boy in a great big world.

The brutality of poverty might have already taught him that he should expect nothing for Christmas, but like all of us, hope springs eternal — he dreams and prays for a miracle . . . . just a small one.

A toy, the lights of a Christmas tree or a decent dinner for just this once . . . but Dear God, let there be something.

We speak now for this youngster, and all the thousands like him. . . . . please help make his miracle real.

If you have a quarter, a dollar, five dollars, or whatever you have, won't you send it to the Mrs. Santa Fund, AFRO-AMERICAN Newspaper, 628 N. Eutaw St., Baltimore 1, Md.

The days of childhood are limited . . won't you help to make at least one of them a happy one for youngsters who have cried too much, much too much already.

Help Mrs. Santa to bring some joy into their lives.

New Administration

Inauguration of Philip Goodman as mayor and election of Thomas D'Alesandro III as president of the City Council gives the city a new administration for the next five months.

Former Mayor J. Harold Grady is now a Supreme Bench Judge.

If Mr. Goodman were colored, we'd rejoice that religious tolerance was of such quality that a colored man could be mayor of Baltimore.

But Mr. Goodman is a Jew and he is the first of his faith to sit in the Mayor's chair.

Jews have been governors of states and mayors of cities in other parts of the United States, but not in Maryland.

This represents progress, and all of us can be happy about it.

We regret, of course, that our own Mr. Dixon, Mr. Liss, Mr. Soypher, Mr. Alpert and Mr. Rubenstein (normally regarded as members of the Pollack team) did not vote for Mr. Goodman's choice of president of the City Council.

The reasons are political, of course. Mr. D'Alexandro is a Catholic. We think he will make a good president.

We see nothing wrong with the kind of politics which gives representation to all racial or religious groups in the administration of the city.

Colored people and women have no place on the city-wide ticket yet. But that can be remedied in the May election.

Let's see how progressive and liberal the new Maryland Frontiersmen really are.

Brrr . . . It's Cold!

Oh for one of the hot and muggy days of the summer.

Alas, this is but a forlorn wish, but one can be excused for indulging in a wistful day dream in view of the icy cold hands of winter that have clamped themselves so firmly about our throats.

Baltimore, which is noted for a variety of things, such as sea food, white steps and the Washington Monument, is also known, so we are assured, for its winter weather.

We are told, by a more or less reliable observer, that Baltimore cold is in a class almost to itself, as cold goes.

Other places may get colder, but Baltimore's cold feels colder, no doubt because of the heavy amount of moisture in the air.

In other locations, the air is dryer, so that the coldness does not seep through your clothing and into your bones, as does our Baltimore variety.

All this, we admit, is of scant help in lending comfort to those of us who must brave the icy outdoors.

Our suggestion is that we all dress as warmly as possible, and just stop talking about how cold it is.

The Leadersrhip Question

Is William Boucher III a leader? Is State Senator Verda F. Welcome? How about I. Logan Kearse? And if they are, how effective are they?

The dictionary speaks of a leader as one who guides or conducts in a certain course, who directs the actions, thoughts, opinions, etc. . . .

All this started when Mr. Boucher, director of the Greater Baltimore Committee, said at McCoy College that Baltimore's colored citizenry has "failed to develop sufficient leadership."

In short order, though with various explanations, State Senator Welcome and the Rev. Mr. Kearse, agreed with young Mr. Boucher.

• • •

HOW CAN ONE judge leadership, colored leadership, white leadership, Baltimore leadership? Everything about it is relative.

One thing appears clear. As long as there is "colored" leadership and "white" leadership in the city, "Baltimore" leadership is inadequate and the city falls short of its potential.

There is always leadership in every group. It may not be, and often is not, effective leadership.

It is a pretty hard thing to develop a potent colored leadership in an area where a large percentage of the white leadership has its foot pressing on the former's neck.

That is the situation in Baltimore and either that element of leadership represented by Mr. Boucher cannot, or will not, force the boot away.

• • •

IT IS AMUSING in an ironic kind way to hear white leaders decrying of way to hear white leaders decrying the lack of colored leadership and colored leaders, so - called, joining in.

In what area of Baltimore life does any colored leader possess the final voice?

Whites say colored leaders should get their people off welfare. But it's the whites who have the say about education and jobs.

White leaders wish that colored leaders would do something about the crime rate, the slum dwelling, illegitimacy, liquor and all the other things white leaders have created by practicing or condoning discrimination and segregation.

• • •

IT WOULD NOT be so ironic if these white leaders were to pitch in and help clear some of the obstacles, instead of simply yakety yakking all the time.

Take some of the members of the Greater Baltimore Committee who own or control businesses and other operations, you can even take some of the best known liberal white leaders, some of them on the interracial promoting organizations.

Odds are the hiring and promoting policies of their firms are as bad, or worse, than those of others. Check their real estate holdings, visit their church. Count heads in the union apprenticeship program.

Leadership in Baltimore? Colored or white, it's not what it could be. Improvement is needed on both sides.

But when our white leaders stand up to criticize colored leadership, they have to face this fact: all the organized, effective leadership which actively or passively delays the day when we judge only on the basis of "Baltimore leader," is white leadership.

'Please Dear Lord, Don't Let Mrs. Santa Pass Me By'

WHEN YOU FINISH READING YOUR AFRO PASS IT ALONG TO A FRIEND

PATRONIZE the businessmen who advertise and when you do— please tell them why.

today so you forthcoming on March are NOT reg- pican or Dem- NOT vote in however, you your party al- nually to vote. to advise the of Elections yette Sts., if you have changed your address since the last election.

KERR'S KELL-A-KOUGH
The Medicine with the "Ninety" taste. For coughs due to colds. Good as any, better than many. Grab 50c and see your druggist.

NORTHWESTERN
1001 PENNSYLVANIA AVE. FOR WILSON
SIMPSON'S
WE CASH CHECKS
Maestro Drum Outfit
$14.95
• Metal Drum Stand
• The Perfect Gift for your musical Child!
• Set of Drum Sticks
ARTERS FOR INSTRUMENTS
Corner of Penn
Amplifiers, Drums, Trumpets, Saxophones, Clarinets, Violins, Ukes

What Our Readers Say

Let's Do Something

Readers are invited to submit letters for publication. All letters must be signed but signatures will be omitted if requested. Letters should be no more than 300 words in length. Address them to "Our Readers Say," AFRO-AMERICAN, 628 N. Eutaw St., Baltimore 1, Md.

Dear AFRO,

A great deal of "second-guessing has been flying through the air about the disappointing demise of Judges Robert Watts and John Hargrove and candidate W. A. C. Hughes in the November election, ranging from locked voting machines, not enough newspaper publicity, not being carried on the Tawes ticket, to the position on the ballot.

But the pure and simple tragedy is that the great percentage of colored persons, running the gamut from the so-called "culturally deprived" to the affluent "new middleclass," just didn't and wouldn't vote.

There seems to be a cancerous apathy among a segment of our population who ask: "What's the difference if I vote or "What's in it for me?" These people are sadly on a treadmill—from apathy to tedium with side trips—to oblivion.

Those of us who decry this apathy are equally guilty. There's always such a great resurgence of spirit just before election in clubs and organizations, which is just too little and too late.

• • •

EVIDENTLY we believe in the term the sociologists have coined for us—internalization of social status. Plainly stated this means, we are told we are inferior and we believe it. We are told 'Massah' Charle' is superior and we believe it. So we remain second-class citizens because we believe we are!

If we say voting machines confuse the public, why not organize Vote Machine Clinics, that is if we as organized groups and interested citizens care enough?

Maybe, we who know, should volunteer to talk to clubs and groups on a city-wide basis, in order to educate the voter on his all-important duty and privilege.

• • •

IF WE SAY machines lock on the candidates, why not take time to instruct voters in our neighborhoods to pull the important levers, to "single shoot?"

We don't always pull the right lever, but if we learn to look over our results so long as we stay behind that velvet curtain, we can change the levers as many times as we want, moving them up and down, until we are satisfied to register what we want it to register.

Let's get smart (or mad), irate, disappointed and disillusioned citizens! We can have whatever we really want if we work hard and care about the man-on-the-street, our neighbors, our friends, our church members, lodge members, club members, our working mates, just enough to irritate their complacency, to interfere with their thinking, or not thinking as the case may be.

Let's see that our people know why they must vote, how they must vote, know the issues and that they vote even if you have to take them to the polls.

• • •

IF EVERY registered voter made an effort and pledged himself to get just three unregistered people registered, to see that they vote, to instruct them in the mechanics of voting, we wouldn't have to fight discrimination in Department of Employment Security, City Hall, the Court House, the Municipal Building and countless other areas of this city, because we would have a politically wise colored community, hopefully a colored community equitably represented in the halls of the legislature, City Council and Congress.

Must we suffer the boot of our necks forever, or will we turn about and kick off that boot, strike out to rally all the forces available to vote for a truly representative government?

Think it over, and remember the Vote Registration books close Feb. 1, so let's all get busy!

MADELINE W. MURPHY,
Coordinator
Sixth District NAACP Non-Partisan Vote Registration Campaign

About Mrs. Roosevelt

Dear AFRO:

Every since my childhood I have heard a great deal about Mrs. Eleanor Roosevelt, an extraordinary woman. The trend seems to be headed toward her fight for civil rights for colored persons.

I heard her speak for the first time at Morgan College a few years ago and found her to be aluristic.

CARL M. DAVIS

Praise For Mrs. Mackay

Dear AFRO:

Words alone are inadequate in expressing the privilege it was to know Mrs. M. Francis Mackay. Although she was known as the "Clean Block Lady," the word "block" took on the same broad significance as the word "community."

She certainly did much to improve our standards, and did a great deal to instill in many young minds those ideas from which the community shall profit for many years.

It was indeed a privilege to know her and to work with her.

ALVIN J. T. ZUMBRUN
Maryland Crime Investigating Committee

Comment

Everyone Is Vindicated

The academic routine at Poly — back to normal following a brief respite caused by the excitement of the football trip to Miami.

That the educational wheels have resumed with little or no noticeable sufferance as a result to the interruption, is further vindication of Poly's administrative family and the Baltimore School Board.

The two collaborated in the decision to suspend the rule against post-season athletics in order to permit a deserving Engineer eleven to make the mid - term trip to Florida. They were doubtedly motivated by confidence that the break would not seriously impair thec lassroom program.

Coaches promised that their boys would not be disgraced in competition with the highly - regarded Miami High team, ranked sixth among schoolboy elevens in the country.

In Miami, Poly proved herself a good team. And, true to the code of good sportsmanship, she admitted her loss was to a better team.

The young men from Baltimore conducted themselves in exemplary manner, on the Orange Bowl turf as well as during their social activities in and around their Biscayne Boulevard hotel.

Florida officials, at the request of Baltimore authorities, assured Poly that all her players would be accorded the same warm, cordial treatment.

Everybody kept his word.

Pin-Point
Frontier Court In Our Backyard

By GEORGE W. COLLINS

Being accustomed to the decorum, formality, and dignity attendant to conducting trials in Baltimore Criminal Courts, it was a mild shock to see that we have a relic of the past only 15 minutes from downtown Baltimore.

This impression followed a visit to the Magistrate's Court in Halethorpe, Baltimore County recently.

Housed in a hole - in - the - wall setting in the fire station, the courthouse bears a striking resemblance to those existing in the days of Jesse James and Billy the Kid.

On this particular day, the magistrate had a docket of eight cases, the most serious being a youth accused of drinking beer on a parking lot.

• • •

COURT BEGAN at 9:30 a.m. and ended 12:30 p.m.

The tiny, dingy, and dirty courtroom is little more than a hole - in-the-wall.

Spectators, defendants and other participants in the proceedings were too costs, carried hats on heads or in the hands and children ran, played and yelled while trials were being held.

Policemen, using a two-by-four room as an office, talked, drank coffee, and smoked while the magistrate sat a few feet away on what passed as a bench, piled high with papers, boxes and other junk.

Such legal standards as irrevelant and inadmissible evidence and testimony are just as foreign in the court as they were in the days of Buffalo Bill.

Another trait carried over from the pioneer days — and even preserved by most of our city courts — is also prevalent in Halethorpe.

All court attendants, policemen, clerks, and magistrate are WHITE!

• • •

THE CIGARETTE butts-cluttered floor, the three chairs and dingy bench add little to the dignity of meting out justice in Halethorpe.

It was also found that these physical shortcomings are but a tip-off to a more important deficiency.

"Son, unless one of the 'good white folks' say something good for you, you ain't got a chance when you go to trial here," is the way one elderly "brother" sums it up.

Newly elected County Commissioner Spiro T. Agnew has been asked to aid in getting new buildings for county courts. But if they are all like Halethorpe, the effort should not be confined to buildings.

AFRO Credo

A newspaper succeeds because its management believes in itself, in God and in the present generation. It must always out-think...

Whether it has kept the faith with the common people.

Whether it has an other goal except to see that their liberties are preserved and their future assured.

Whether it is fighting to get rid of slums, to provide jobs for everybody;

Whether it stays out of politics except to support measures and candidates independent of race, prejudice or compromise.

JOHN H. MURPHY SR., 1920

Angolans return

NOVA LISBOA, Angola — A quarter of a million African refugees will be returned to the areas they left at the height of the terrorist uprising in the North 18 months ago.

The operation, termed the biggest resettlement program ever attempted in Angola, was officially launched last week and will encompass some 15,000 square miles of so - called "pacified" area.

If YOU Ask Me

By B. M. PHILLIPS

That Sammy Davis!

That man, Sammy Davis Jr., is something else again! He showed his wares on Saturday evening at the Stanton Theatre. What a performer he is.

He joked (I've played Baltimore before, but this is the first time I've ever gotten downtown!)

He sang, a variety of songs. Thriller, of course, was his newest recording. 'What kind of Fool Am I'

• • •

He gave a demonstration of his skill with firearms (a single - action gold Colt, gift of the Colt president);

When the crowd applauded his skill, he quipped: 'Well, you know they say we all carry guns.' The audience roarded.

• • •

And, he played the piano, the drums and the xylophone. He was on stage for a nearly an hour. No wonder, they call him Mr. Show Business.

Snazzy was the new - type lux Sammy sported. It had a red lining. Latest in men and women's garments these days are lined with colored material.

Another laugh - getter: When an attendant walked from the wings to hold Sammy's coat for him, the star asked and answered his own question: 'Who is he?' he said, shaking his head as though annoyed, and then added, 'I don't know, they all look alike to me!'

• • •

On the same bill with Sammy were the Sy Oliver band and Pat Henry, a comedian, who is going places.

Cocktail party in his honor before the show went on without Sammy. He was delayed by snow in Cleveland and Pittsburgh. Since he refuses to fly, he came here by train.

• • •

Patient man was the city's new mayor, Phil Goodman. He stayed around to greet Sammy, finally caught up with him before the 11 p.m. show.

They chatted in Yiddish, and the Mayor presented him gifts.

• • •

P.S. My children expressed amazement that Saidee was my first time inside the Station. Like Sammy, we haven't been welcome before!

It seems all the nicest people drink Old Hickory

OLD HICKORY
STRAIGHT BOURBON WHISKY • 86 PROOF
OLD HICKORY DISTILLERS CO. PHILA.
4.45 4/5 Qt. 2.80 Pint 1.41 1/2 Pint

People, places, things

Baltimore visitor on Sunday — Victor Daly of Washington, here he is district director of the U.S. Employment Service. He also heads the national bridge association.

Mr. Daly has recently returned from a six - week vacation in the Orient — Tokyo, Hongkong, Bangkok, Sinapore, and of course, Honfolulu.

• • •

He was with 130 other employment service workers who traveled under a program arranged by the N.Y. Employment Service Recreation Club.

All facilities were first rate — travel was by jet. He will return to our city to show pictures and tell about his 'glorious' trip at the Philomathian Club's January meeting.

• • •

Orchids to the five 10-12 - year - olds who call themselves the Ten Helping Hands.

They have spent their leisure time preparing Christmas packages for young patients at Provident Hospital. They made 50 gifts—trinkets (dolls, jewelry, toys), which they will give with candy.

• • •

The Ten Helping Hands are Karen Rouse, Marjean Davis, Adrian and Stephanie Price and Edna Covington.

This columnist mentions the Ten Helping Hands here because they are typical of a new generation: They think of others, instead of themselves. Too many young people, you know, still think only of themselves at Christmas.

If you know of other without thought of gain, do youngsters who help others without thought of gain, do drop this column a note.

• • •

BLACKOUT — If you live in the vicinity of North Ave. and Bentalou Sts., your home was likely among the 1500 residences which were without electricity on Sunday evening.

'Twas a big surprise to those of us who had not yet readied for bed. 'How come you turned our lights out?' we asked Edward I. Zipprian, the Gas and Electric Co. public information officer.

A main cable failed in the Retreat St. office, he explained. Gas Co. lines were kept busy by 311 callers who likewise wanted to know.

He was happy to report that lights were out at 10:58, but service was restored by midnight.

• • •

Those readers who are too young to know how it feels to have a sudden blackout during wartime (like those we had in the ETO, remember?), will learn here that it ain't no fun, to have one at at home!

P.S. Hospitals in this area were not affected. They have emerency electric equipment.

• • •

Get well cards to Provident Hospital for:

Five - year - old Mark Dempsey, son of Mr. and Mrs. Charles Dempsey, 3241 Westmont Ave.

To Room 218 for Mrs. Catherine Edison, 4026 West Chester St. and Mrs. Pearl Elliott, 816 W. Mulberry St.

• • •

In room 320, Robert Fleming, 1835 Druid Hill Ave., in 314 Norman Malone, 2439 Lauretta Ave.

Also in Room 218, Mrs. Bertie Gardner, 725 Lennox St., and to the same room for Mrs. Alice Hairston, 4347 Reisterstown Rd., and to room 220 for Mrs. Ethel Jenkins, 4213 Norfolk Ave.

• • •

Good news about one of the loveliest ladies in our town: Mrs. Paul Henderson (Elizabeth J.), principal of Patapsco Elementary School No. 103, is doing just fine.

She had been ailing, first in the hospital, later at home, since September school opening.

Thank goodness she is feeling better now. Hellos to her at 1025 Druid Hill Ave.

OPEN XMAS EVE 'TIL MIDNIGHT
ALJAC'S
SALES CO.
NEAR THE TRANSFER CORNER
2229 N. FULTON Nr. REISTERSTOWN Rd.
CALL 669-7280
RE-OPENED
The DISCOUNT HOUSE THAT HAS EVERYTHING
WE WON'T BE UNDERSOLD
Sweat Shirts ORIG. $1.69 99c
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New All Weather RAINCOATS With Zip Out Linings $15.95 Hurry! Only A Few Left!
BRAND NEW SUITS FROM $19.95 up
Out of pawn SUITS as low as $9.95 up
KIDSKIN DAYTON SHOES REG. 12.95
ALLIGATOR DAYTON SHOES REG. 12.95
Kidskin STACEY SHOES Reg. $12.95 SPECIAL $8.95 PAIR
ALL WOOL CAPS $1.49 to $1.95 Leather-Wool-Suede
ALL WOOL SLACKS $5.95 ALTERATIONS FREE
JACKETS Zipper Fronts — Prices From $6.95 up Ask to see our Suedes, Wools, Leathers
DRESS SHIRTS White or Pastels, All Types Collars, French Cuff or Button $2.99 & $3.49
WE CARRY ONLY FIRST QUALITY LINES

Congratulations due

New citizens who arrived recently at Provident Hospital:

On Dec. 6, boy babies for Mr. and Mrs. David Pitts (Annie May), 1702 E. Federal St.; Mr. and Mrs. Thomas Darden (Barbara), 504 N. Pavson St., and to Mr. and Mrs. Johnny Raines (Hattie), 609 Bridgeview Rd.,

A girl, the same (Dec. 6), for Mr. and Mrs. Harry Coates (Caroline), 1814 W. Lanvale.

Dec. 8 babies, both boys, for Mr. and Mrs. Paul Johnson (Inez), 522 N. Monroe; and Mr. and Mrs. Jesse Prince (Thelma), of Monroe St., and a girl, same day for Mr. and Mrs. George Horn (Mildred), 724 W. Barre St.

Dec. 9, a girl to Mr. and Mrs. James Proctor (Evelyn), of Shadyside, Md.

• • •

Another new citizen: Baby boy, named Alfred, was born Dec. 13 at University Hospital, to Mr. and Mrs. James Calvin Sherman (Roberta), 1933 Perlman Pl.

Baby is their third. Other Sherman children are Yernessa, 5; and James Jr., 2.

Dad is a Gas and Electric Co. employee. The family attends Concord Baptist Church.

Dec. 11th cards to Father Cedric E. Mills, rector of St. James P.E. Church and bish-

JOB OPEN — If you're a first - rate stenographer, capable of taking accurate shorthand and if you're interested in a Federal job, read on:

Clarence D. Long, the new 2nd District Congressman, has a vacancy in this office. It is a well - paying spot, but don't bother to apply unless you can qualify. Color does not matter, and no trainees, please.

Address queries to Congressman Long at 1015 Boyce Ave., Towson.

op - elect for the Virgin Islands.

Which reminds me to mention that he advised his Sunday morning congregation he would probably not assume his new duties until next April.

And, as to a successor, vestrymen of the church are busy scouring the country. No news on this yet.

• • •

On Dec. 19, happy birthday he lies to Mrs. P. D. G. Pennington (Pearlie), 1518 McCulloh St., and to Mrs. Ben Foreman (Adelle), 2316 N. Longwood St.

Dec. 11, J. Hiram Butler, 2413 Fillamont, birthday on Dec. 21.

Others say

Did you see the editorial, entitled 'Judge Thomas J. S. Waxter,' in the November 16th issue of the Catholic Review?

Here are excerpts of its comments about the beloved director of the State Department of Public Welfare:

• • •

"Public Welfare programs, especially public assistance programs do not; particularly in an affluent society, have a 'good press' nor a favorable 'public image.'

"Frequently, their administrators, like the clients they serve, are the targets of hostile, indiscriminate and unfair criticisms.

"Yet, those they serve, the delinquent, the dependent and neglected, the sick and the aged, are the very ones for whom Our Lord Himself, and, following His example and command, His Church have always exercised a special care and love.

"For almost 40 years, until his death last Sunday, then needs and interests were the responsibility of Judge Thomas J. S. Waxter, first as Judge of Juvenile Court in Baltimore City, then as Director of Public Welfare of Baltimore City and the State of Maryland.

• • •

"Nor could they have been in better hands. For, a genuinely humble man of the highest integrity, without personal ambition, with a deep conviction of the dignity of every human person, Judge Waxter hungered and thirsted after justice for all God's children, regardless of race, creed, color and economic or social condition . . ."

Here's how Canada Dry Mixers multiply your drinking satisfaction

Exclusive 'special sparkle' expands flavor

No wonder Canada Dry Club Soda & Canada Dry Ginger Ale are the world's largest-selling mixers!

Your drink springs to life the instant you add Canada Dry. The flavor of your favorite spirit flows clear and pure through millions of lively bubbles . . . is expanded and released . . . reaches and satisfies every taste bud. Canada Dry multiplies your pleasure, rewards you with a finer drink.

The secret is 'special sparkle', an exclusive blend of the finest ingredients plus Canada Dry's famous pinpoint carbonation.

Ordinary brands fizz too fast, quickly go flat. But Canada Dry's pinpoint carbonation effervesces with precision timing, begins to act only as it is poured. And since no impurities are present to flatten it, your drink stays lively to the last sip.

24-hour open-bottle test shows how fresh Canada Dry Ginger Ale and Club Soda remain. Leave an open bottle of an ordinary brand and an open bottle of Canada Dry in the refrigerator for 24 hours. Then pour each one. The ordinary brand will have gone flat . . . Canada Dry will still be fresh and full of life!

For just pennies more, treat yourself and your guests to the finest! Of course, good liquor should only be mixed with the best. But even less expensive whiskey will taste better . . . taste smoother . . . with the Club Soda, or the Ginger Ale, that bears the world-famous label CANADA DRY.

Remember: 4/5ths of your drink IS the mixer! For exclusive 'special sparkle' that expands flavor and multiplies your drinking satisfaction . . . mix with Canada Dry Ginger Ale and Club Soda!

Purest in the world! Finest waters are purified 5 different ways . . . then 6 natural minerals, famous pinpoint carbonation added. Stays lively to the last sip . . . expands flavor . . . multiplies your drinking satisfaction!

Tangy, imported ginger is smoothly blended with other costly ingredients. Then the finishing touch! famous pinpoint carbonation! Blends perfectly . . . smooths the taste of spirits . . . rewards you with a finer drink!