"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

Heavenly Father, help us to represent Thee in Thy world and truly reflect Thy light to all men when the sun shines and also when the shadows fall. Amen.

IN MEMORIAM

John H. Murphy Sr. founder, AFRO-AMERICAN Newspapers, born Christmas Day 1840

Last Chance To Help

For the past few weeks this newspaper has been publishing a series of letters filled with the pain of poverty.

In this great land of ours, there are still people who go to bed hungry every night. Ours is a rich land, but the richness has not filtered down to the bottom.

These are the people the AFRO attempts to aid through its Mrs Santa Project. Its success depends upon the people in our community.

This will be the last editorial we will write this year urging support of the project, and we are hoping our readers will respond with a last minute spurt of generosity.

Mrs. Santa still needs people to adopt families and money to buy food.

We ask that you share with others just a little of the happiness that you have.

We think this is the way it should be at Christmas.

Successor To Dr. Pullen

The State Board of Education ought to think twice before it appoints anybody to succeed retiring Dr. Thomas G. Pullen Jr. as superintendent of state public schools.

Under no circumstances should this important post go to any individual who cannot acceptably fill Dr. Pullen's shoes.

The NAACP has questioned the acceptability of one of the persons being considered, Harford County schools Superintendent Charles W. Willis.

The NAACP charges that Supt. Willis, despite the Supreme Court decision against school segregation, and the policy of the State Board, has bowed to desegregation only when forced to by court decisions.

Furthermore, the NAACP charges that under Supt. Willis, Harford County, has one of the least impressive records in the state on teacher desegregation.

When the AFRO asked Supt. Willis to comment on the NAACP charges, his reply was, "no comment."

We do not know if Supt. Willis aspires to the post of superintendent of public schools in Maryland. If he does, his "no comment" answer to such charges is not in his favor.

In 1963 a great deal is involved in the matter of learning reading, writing and arithmetic. The State Board will want to measure carefully its successor to Dr. Pullen.

It obviously will not want a man, no matter what his other qualifications, who already has shown reluctance in living up to the law of the land and the policies of the State Board.

A Present For 1964

There are strong indications coming from the City Council that no action will be taken on Mayor McKeldin's omnibus civil rights bill until after the Christmas holidays.

We are disappointed about this, for we had seen the passage of the bill as the best possible Christmas present the Council could give to the people of Baltimore.

Since Christmas is out of the question as far as the passage of the bill is concerned, we suggest that the Council bestir itself and act on the bill at the first of the year.

This would be in line with Abraham Lincoln's Emancipation Proclamation which also came at the first of a year.

It marked an important step in the development of our nation, just as passage of our rights bill will mark an important step forward for our city.

Redistricting Action

While the vote was not unanimous, the new plan to redistrict the city's six legislative districts met with the overwhelming support of the Baltimore City delegation last week.

The redistricting guarantees the character and the integrity of the city's districts, including the Fourth, where colored voters are in a majority.

This is only fair and proper. As one third of the city's population, the colored voters should have at least one district in which they can elect their own representatives.

The plan will be presented to the General Assembly immediately after next year's regular session, and with the city lawmakers lined up solidly behind it, its passage will be almost automatic.

With the example of the Assembly before it, one would hope the City Council will be moved to pass another redistricting bill for councilmanic districts, that will make them conform with the new legislative districts.

Holiday Safety

In the shadows of the approaching holiday season hides the spectre of needless tragedy growing out of unnecessary accidents.

One potential source of danger is in the Christmas trees that will soon be wreathed in strings of bright lights, and festooned with colorful bulbs in thousands of happy homes.

A single spark can turn these trees from things of beauty into nightmares. Wise indeed is the person who takes steps to prevent such a possibility.

All lights should be thoroughly examined to make certain there is no exposed wiring. The base of the stand should be filled with water to prevent the drying out of the tree, which should be kept away from any source of heat.

Tree lights should never be left on overnight or whenever the home is vacant.

There is also danger in some of the toys now on the market. Children should be kept away from bows and arrows, darts, sharp scissors and guns that fire pellets. These can inflict irrepaiable eye injuries.

Parents, for their protection, should be careful of where they walk at this time of the year — especially if the walk is in the room of a child — since toys are likely to be strewn about in a manner calculated to bring an adult tumbling to the ground.

If there is any last minute shopping to do, don't rush your way into a funeral parlor by trying to make time on the highway.

Last year, during the four - day Christmas holiday, there were 874 accidents in Maryland in which four persons were killed and 426 injured.

And as a last warning - remember that no one has as yet invented a method of mixing gasoline and alcohol successfully.

'I' And 'Me'

Encouraged by the reception of last week's editorial on the abominable use of a word "ir-regard-less" which isn't in the Oxford Dictionary, we are emboldened to say a word this week about "I" and "myself (me)."

Listen to radio, look at television, hear the talk of pupils and teachers, and note how the English language is abused.

Here is a sample of what is heard.

Question: Who is coming to dinner?

Answer: John and myself (me) are coming.

"Myself" or "me" can't go or come. The word is "I."

"I" can go, come, act, do anything."

HERE IS another sample of the murder of English and the massacre of grammar.

Question: Who is the phone call for?

Answer: For John and I.

You can't call to, for, about "I." The word would be "me" or "myself."

If you do something, it is "I."

If something is done to you, it is "me" or "myself."

Simple, isn't it?

No, it isn't. It takes pains and home and school training, and association with people who speak well to learn the difference between "I" and "me."

This will shock you. Here are the reasons Congress refused to have its proceedings televised:

1. So few members are in their seats during debates.

2. Citizens would know what it is doing or not doing.

3. We would hear what poor English Congressmen speak when their speeches are not written for them.

As Long As This Happens 'Good Will' Is Still A Dream

What Our Readers Say

Housing Picture

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," Washington AFRO-AMERICAN, 1800 11th St., N.W.

Dear AFRO:

Many times we, the white taxpayers of this city, have continued to blame the colored population for our tax burdens. Many colored families are buying and own their own homes.

These people pay as we do their share of the real estate tax. True there are many lower income people mostly colored.

The average lower income colored person pays $15 to $20 a week for his or her apartment, most of which have been in bad need of repairs, for many years.

At the cost of these rentals the colored person pays more than his share of housing, but it does not apply to taxes.

In most of these homes the assessments are low, because of the bad condition of these properties, which applies little of these rentals to the real estate tax. It has been past policy of the city officials to allow these conditions to exist until condemnation.

Then they will be replaced with low rental projects, of which the slumlord gets a nice bonus for the titles of these worthless properties.

Housing violations are criminal offenses, why haven't laws been enforced? Make the owners rebuild their places at their own expense. If this practice is enforced these properties will be in a position for reassessments, and create more real estate taxes.

Don't allow these investors to dump these properties in our laps for nonpayment of taxes. Prosecute these violators the same as any other criminal.

Instead of fines, impose jail terms, and stiffer regulations.

Make these violators go down a one way street regardless of who they know politically, and pay their debts to the society of this city.

RICHARD D. AYRES SR.

A 'MIS-WORDING'

Dear AFRO:

In a rather rollicking AFRO story regarding the recent visit of actors Ossie Davis and Godfrey Cambridge to Douglass High School, Mrs. Lillian P. Murphy, principal of the school, was misquoted.

This is to advise that Mrs. Murphy did not say "this is right down our alley" in addressing her students as mentioned in the report. Mrs. Murphy, a former English teacher and an elegant speaker, is a firm opponent of such colloquialisms.

Since I had the hectic task of convoying Davis and Cambridge to local schools publicizing the AFRO movie premiere and acting as journalist in whatever moments this activity left, I plead guilty to letting such a miswording occur.

Please offer my fond apologies to both Mrs. Murphy and the English classes assembled that day to hear Mr. Davis and Mr. Cambridge. Also a hearty thank you to Douglass for its support of the Mrs. Santa movie premiere these gentlemen honored with their time and talent.

RALPH MATTHEWS JR.

Christmas and Chanukah

By HARRY GOLDEN

Children understand the holiday season best. They know it is a time of year not only of good will but of magic. The month of December has special significance for children throughout the world. For Christian children it brings Christmas and the appearance of a jolly fat fellow with a white beard and a red suit who will come down the chimney and reward them for being children.

For Jewish children, December brings the Festival of Lights, Chanukah, which, like Christmas, is a period of gratitude and joy.

CHANUKAH celebrates the victories of the Maccabees over Antiochus, King of Syria who had attempted to force the Jews into idolatry and make them abandon the true God.

The Jews revolted and gained victory over the tyrant's armies. Then they set to purifying their temple which the heathen soldiers had defiled.

In the temple, these Jews found only a small cruse of holy oil to light the perpetual lamp. This small cruse, however, furnished an oil which lasted for eight days until more oil could be purified.

JEWS CELEBRATE this victory which restored to them religious freedom by lighting a candle every night during the eights days of Chanukah. These candles symbolize the victory of the faithful over the idolaters.

No holiday, particularly holidays with deep meaning like Christmas and Chanukah, ever remains unalloyed. Holidays, as a matter of fact, directly mirror the populace celebrating them. The Greeks had a proverb which went, "Every man owes five days a year to Dionysus." Dionysus was the god of wine and revelry and the Greeks who invented logic and serenity knew they had to abandon these disciplines every so often.

In their way, the Christmas season, and to a lesser extent, the Chanukah celebration, are the five days the Americans give Dionysus.

WHILE MOST Americans have reverence for the religious dimensions of the season, it is also the season in which they buy frenziedly. Often this leads to guilt, but we Americans are a consuming nation, a nation of affluent buyers and this December season gives free play to one of our drives.

It is the time of year when one competitor does not feel compelled to keep another. It is a time of year when credit and buy-now-pay-later does not seem so insidious an institution.

The complaint that December is a commercialized month seems a poor rationale for what December really signifies. December is the time we are doing the best we can in the society in which we live. It is our chance for the one expression that makes people great; "Everything for the children."

Pin-Point

Gift Hunting For A Deserving Few

By GEORGE W. COLLINS

The traditional wave of peace, tranquility, and that all - is - right-with-the-world feeling — which inevitably decends on us this time of the year—has arrived.

For the moment, at least, all gripes, grievances and the perpetual nonviolent war on the mountain of evils that beset us all will be held in abeiance.

Instead, this segment of this corner will be devoted to appeals to the bearer of glad Yule tidings on the behalf of a few people, who by their performances during the past year render them eligible for special consideration when Santa Claus packs his bags and heads this way from his hide-out on the North Pole.

* * *

IT WOULD be nice, then, Mr. Santa, if you would see what you can do about this gift list on Christmas or a reasonable time thereafter:

Charles E. Moylan Jr. — Drop the word "deputy" from his current title.

Capt. Vincent D. Gavin — Substitute "inspector" at the beginning of his name.

Lt. Dennis P. Mello — Tack on two bars and make him eligible to become a "first" as a bronze district commander.

Judge Robert B. Watts — Make his recent elevation to the Municipal Court bench a temporary halt en route to the Supreme Bench.

Joseph D. Tydings — He would be happy to become a "New Frontiersman" doing business in the nation's capital.

John O. Rutherford — Give him some company in "breaking the ice" by becoming color-blind to job applicants in the courthouse.

Parren J. Mitchell — Bring him a commission that is willing to "tell it like it is," just as he is prone to do.

Thomas D'Alesandro 3rd — Help him push through the civil rights bill without getting it butchered to nothingness.

Hyman A. Pressman — More of the spark and fire that has made the Comptroller's office a living and breathing arm of city government.

Mayor Theodore R. McKeldin — Nourishments for the ailing and faltering "Coalition Baby" in City Council.

David T. Mason — An early transfer from the courthouse to the State Law Department.

* * *

BUDDY YOUNG — Appreciation and recognition for the generosity that flows from a heart that is as big as his five - by - five frame.

Milton B. Allen and George L. Russell — Quicken their pace at making more new laws in illegal searches, seizures, and arrests, thereby safeguarding the sacred liberty of the poor, oppressed, downtrodden and the unpopular.

Brown, Allen, Murphy, and Russell —Now growth, forcing an expansion of their modern and elaborate Charles Center suite.

And dear Santa, for everyone everywhere — A MERRY CHRISTMAS!

THE BALTIMORE AFRO-AMERICAN
Founded in 1892 by
JOHN H. MURPHY, SR. (1840-1922)
Published Every Tuesday and Friday in the Year by THE AFRO-AMERICAN COMPANY of Baltimore, Maryland
Dr. Carl Murphy, *Chairman of the Board*
John H. Murphy, III, *President*
Elizabeth M. Phillips, *Vice Pres.-Treas.*
Mae E. Dyson, *Secretary*
Cliff W. MacKay, *Editor*
James D. Williams, *Asst. Managing Editor*
Moses J. Newson, *City Editor*
Office: 628 N. Eutaw St. - MU. 5-0015

Sightseeing Yule Gifts

By JAMES D. WILLIAMS

It is not what one person gives another that counts during the Christmas season, but the spirit that lies behind the giving — or so the story goes, and who am I to quarrel with another man's story.

Much has been written about the over commercialization of the holiday, but little has been said about the manner in which Christmas giving has become a "status symbol."

A certain ritual has developed in which one strives, not so much to please the recipient, as to impress him or her with the lavishness of the gift.

It is also considered part of the Christmas ritual that when a present is opened, the opening has to be accompanied by the comment "Oh gosh, it's just what I needed"—or words to that effect.

* * *

LITTLE OR no difference does it make if the item is something that you need with the same intensity that you need a hole in the head, society expects you to mouth the words.

One Christmas I gave a friend — not a very close friend — an imported Korean back scratcher, and they aren't easy to find.

On opening the package, he was heard to exclaim "Just what I needed."

Several days later when his wife asked him what in the world was that crazy looking object I had given him, it was reported that he told her it was a long salad fork for people with extremely short arms — which proves he wasn't telling the truth when he told me it was what he needed.

* * *

IT IS not that I am knocking Christmas, but I'm on the side of those who argue for more honesty during the season.

Around this time of the year you have to be very careful of what you say when you are drawn into a discussion of things that you would like to receive for Christmas.

Things said hastily or in jest, have a way of coming back to haunt you. There was the year when I made the off-handed remark that I was running low on shaving lotion.

On Christmas morning I ended up with ten bottles of shaving lotion, much of it so highly scented that a man would have to be out of his mind to use it.

Working on the knowledge that one usually uses about five drops of shaving lotion for each daily shave, I had enough of the stuff on hand to see me safely through 1965.

* * *

ALL WAS not lost, however, as the excess shaving lotion did come in handy the next year for the giving of Christmas presents.

The only sour note came when one of the bottles found its way back to the very person who had given it to me the year before, and he had several nasty things to say about people who give back to other people the gifts that the other people had given them in the first place.

Out of this, I learned one usable lesson — always keep the gift tag on any gift that you plan to redistribute at a later date. It prevents bruised feelings.

* * *

TO END the problem of getting gifts that you don't need, I've tried the technique of being completely honest when someone started hinting around as to what type of present I would like on the day of Saint Nick.

There was the time I said I wanted a Cadillac for Christmas with white wall tires . . . This was the year I like to recall as "The Year of the Neckties," since this is what I received. No Cadillac. No white wall tires — just neckties.

Ties with stripes, polka dots and one horrible creation with a fuchsia background and large yellow flowers, none of which I had the courage to wear, but they came in handy for fixing tafts to kites.

Another year I gently dropped the hint that what I wanted for Christmas was an electric train — not for myself, but for my son—naturally.

I can still hear the snide comments ringing in my ears that "grown men do not play with electric trains" — which I think is a rather narrow and provincial attitude.

This was "The Year of the Umbrellas."

* * *

OUT OF all this, I hope no one gets the impression that I don't like Christmas, because I do.

It is a wonderful time of the year, when everyone is overflowing with good will.

And with that a very Merry Christmas to everyone.

Even to the friend who is going to give me some more shaving lotion.

Comment

Dixie Officials

Not every man who lives or works in Dixie believes in segregation. We would be the last to suggest this.

Still, there is an influx of top officials being brought into the state from that section of the country and it does not seem to be out of line to remind those responsible for hiring this talent that anyone who does not fully support a desegregated organization is out of place here.

When Maryland got Raleigh Hobson from Richmond as new director of state welfare, he underwent the type of examination which left no doubt as to where he stood on this issue.

Now we find we have, up from Texas, Spencer C. Ellis, as administrator of the Department of Forests and Parks. They say he is temporary and of course has not taken an examination.

Samuel L. Hammerman, commission chairman, says in this instance temporary could mean 10 years.

On top of that, the Metropolitan Transit Authority has brought to us from Birmingham, Ala., where he was vice president and general manager of the transit company, Clayton S. Steele.

He is to be executive director of the transit authority, replacing a Texan who went back home.

The traffic from Dixie posts is sufficient that all the check points be fully manned.

AFRO Credo

A newspaper succeeds because its management believes in itself, in God and in the present generation. It must always ask itself—

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 ensured;

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

Whether it stays out of politics except to expose corruption and condemn injustice, race prejudice or compromise.

JOHN H. MURPHY SR., 1930

If YOU Ask ME

By B. M. PHILLIPS

Christmas in the air

Calendar note: There are just four shopping days until Christmas.

Please check AFRO advertisers for ideal gift suggestions.

* * *

Love the cheerful 'Merry Christmas' a caller gets from the switchboard operator at Morgan State College.

The lady with the warm voice is Mrs. Margaret Baker.

She has been on the job six years.

Merry Christmas to her!

* * *

Isn't it grand to be young? Don't you wish you were? The thought occurs because this writer found this note on the dining room table: —

"Dear Santa: Here is a sandwich for you, and an apple. I love you. God bless you. Love, best wishes, Rachel."

P. S. Rachael is eight years old.

* * *

Prediction: Helen Williams, the ninth grader who portrayed the role of Rachel in the Lemmel Junior High's Christmas drama on Tuesday evening, is going places.

She displayed real talent in both her speaking and acting.

Remember, you read it here first.

People coming and going

Christmas in the Holy Land and Paris to greet the New Year is the agenda of Mrs. Lillian Ross and Mrs. Sara K. Yudison.

They are both area supervisors in the city schools.

The Baltimoreans will join a travel group out of New York on Saturday.

They will fly to Israel, Egypt, Lebanon and Paris, returning here on Jan. 5

* * *

Due home in Baltimore on Monday from a three-month European tour are the Wharton sisters.

They are Miss Hermione, the retired Lemmel Juior High principal; Mrs. Hessian Jackson (Constantia), wife of the assistant superintendent; and Mrs. J. Percy Bond (Pauline), wife of the Morgan State exec and school board member.

This reminds me to mention that Mrs. Bond retired in November. She was on the Houston Junior High faculty.

* * *

Pretty: The colorful Yule decorations are atop the Madison Ave. entrance of the Charles Law Funeral Home as usual this year.

There is one change: Christmas songs usually piped from the carolers' figures will not be heard this year out of respect to nurses in the nearby hospital who sleep in the daytime.

This reminds me to mention that William (Reds) Cummings who was buried from the funeral home on Thursday had grown to look more like his brothers, Richard and Aaron. The resemblance was striking. Remember when 'Reds' attended Morgan? Remember when he was switchboard operator at the Druid Hill YM?

Send them sunshine

Get well cards to Mrs. Bessie Martin at Springfield Hospital.

Relatives returned from a visit to her ailing mother, to find her unconscious on the floor.

Mother is Mrs. Addie Gray, 4008 Oakford. She's in Hopkins Hospital.

Another daughter is Mrs. Agnes Reaves.

* * *

Blessings on these two good neighbors: Mrs. Bessie Hicks, retired home visitor; and her sister, Mrs. Alice Pullett, retired Mutual Benefit agent, are both ailing at their home, 741 Dolphin St.

Third sister is Miss Sarah I. Sampson, the retired school social worker.

* * *

Carl Norwood, the florist, (Summers — Norwood), is confined to University Hospital with painful back injuries do cheer him up. He spended so much time making others happy.

* * *

Best wishes to Provident for these neighbors:

Miss Alberta Browne, Social Security employee of W. Lanvale St., is in Room 220; In Room 211, Mrs. Carolyn White, the University Hospital employee; Miss Dorothy Watson, Social Security worker, is in Room 320.

Cards to Room 318, will cheer William Kemble, the B. and O. employee; Eddie Guine, Ft. McHenry employee, is in Room 314.

Room 118 patients include Charlie Clarke (he's Myrtle Burns' father and he same room, Robert Johnson, American Sugar employee.

* * *

Special hellos to Mrs. Elisabeth Geeby Berry, the retired teacher. She has been in Hopkins Hospital since October.

People, places, things

The beautiful Elliott-Erickson Funeral Home was the comforting place where relatives and friends of Jesse B. Clark Jr., gathered on Sunday to pay their respects.

Mass was said the next day at St. Peter Claver, where he was a lifelong member.

Just 43, he died suddenly on Wednesday, a heart attack victim.

Many knew Jesse as the capable printer who took over the Druid Hill Ave. shop founded in 1914 by his father, the senior Jesse B.

We here at the AFRO remembered him af a linotypist who came to work shortly after he finished school.

* * *

This writer first knew the family in high school.

A sister, Catherine Clarke, now Sister Reparata of the Oblate Sisters of Providence, and I were pals.

When we met at the funeral parlor, she was the same gracious, genteel young woman I first knew over 20 years ago.

Years have been kind to her.

* * *

Beautiful: The murals which decorate the front wall of the main auditorium at Faith Baptist Church of which the Rev. Walter Paige, is pastor.

In between them, a portrait of the late Rev. Simon Williamson, long pastor of the famed East Baltimore Church.

* * *

Faith buried one of its pioneers on Wednesday — Mrs. Ida L. Ford, widow of the Rev. N. B. Ford, who was pastor of First Baptist in Bel Air when he died sixteen years ago.

The deceased was remembered as one who set an example of Christian leadership by the Rev. Mr. Paige who said: 'I can see her now — an humble Christian person, making her way down the aisle to her seat, she was a nice person to be around — kind, peaceful, a true mother. . .

* * *

Memorable words heard at the funeral: Memory is the only friend grief can call its own.

* * *

More December birthdays: On the 21st, Police Det. Lt. J. Hiram Butler. On the 23rd, Mrs. I. Henry Phillips (Laura), wife of our photographer, and a very petite mother of five.

Dec. 26 cards for Mrs. Selby Lewis, the mortician. Her address: 2429 W. Lexington

* * *

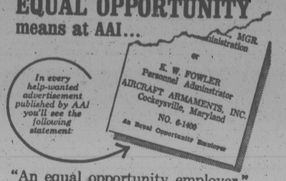
Belated: Jentry E. McDonald, NAACP executive secretary of 2001 Carlisle Ave., had a birthday on Dec. 17.

Dec. 19 was the birthday of a new AFRO reader, John J. Sweeney Jr. He's the attorney and School Board member.

* * *

The Sterling Johnsons (Myrtle), of Morgan Park named the baby Karmen Sterlyn. Dad's the real estate broker. Mom's the teacher.

What EQUAL OPPORTUNITY means at AAI...



"An equal opportunity employer."

This means AAI offers the same employment opportunity to every U.S. citizen regardless of race, creed, color, or national origin.

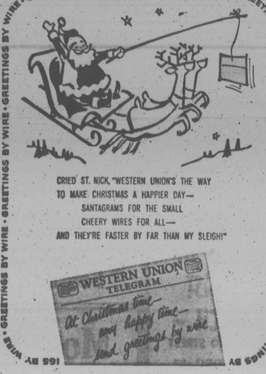
AAI is a defense contractor and one of the nation's leading designers and manufacturers of missile and space vehicle training and simulation devices. Our goal is to supply the government with nothing less than perfect equipment.

To achieve this goal we are looking for the best-qualified people, whether negro or white.

Read our announcements in the classified section of this newspaper. If you are qualified to fill any of the positions that are open please visit, write or phone —

AIRCRAFT ARMAMENTS, INC.
Cockeysville, Maryland / Phone 666-1400

GREETINGS BY WIRE



Enjoy Cozy Comfort...

CALL US NOW!

GULF HOUSE WARMING PLAN!

THE PLAN INCLUDES ALL THE BENEFITS..

★ Expert heating equipment service, so your burner can give you the most heat from every gallon of fuel.
★ Gulf Solar Heat, super-refined to burn cleaner and better.
★ Automatic delivery of oil, so you always have plenty of heat in reserve.

FOR BETTER HEATING SERVICE, CALL

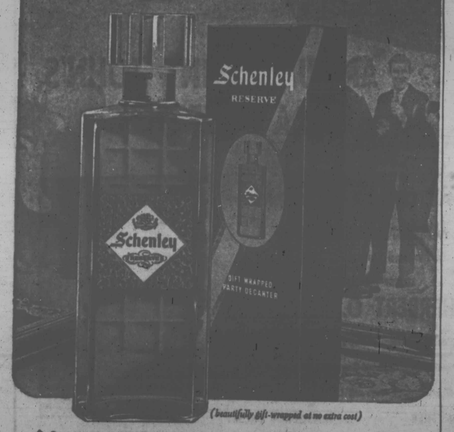
McCOMAS
320 W. 23rd STREET
BElmont 5-2440
COAL & FUEL OIL
CANNEL COAL • ESPECIALLY FOR FIREPLACES • SOLD BY THE BAG

Gulf Solar heating oil

ALL McCOMAS TRUCKS ARE RADIO DISPATCHED

BLENDED WHISKEY, 86 PROOF, 100% GRAIN NEUTRAL SPIRITS. ©1963 SCHENLEY DISTILLERS CO., NYC.

This Season's Most Tasteful Gift



(beautifully gift-wrapped at no extra cost)

Schenley...the life of your party!
RESERVE

Schenley—America's party favorite—is the season's choicest whisky gift. Yours to give in the magnificent Party Decanter. Schenley is also available beautifully gift-wrapped in other sizes. Put life in gifts and in your holiday drinks...give and Serve Sociable Schenley!

$4.70 Fifth $2.98 Pint $1.50 1/2 Pt.

Under these signs at your Ford dealer's A-1 lot and your Lincoln-Mercury dealer's Safe Buy lot

A-1

SAFE BUY

THE BEST LOOKING BUYS ARE LATE-MODEL FORD-BUILT CARS (and for good reasons!)

And the reasons are built right in—to give you extra values! For instance, baked-in enamel finishes that keep their lustre longer . . . bodies rigidized to stay tighter and stronger . . . interior fabrics selected for long-lasting beauty . . . low-wear engines designed for dependability . . . rust-protection that's set the pace for the industry. No wonder late-model Ford-built cars run newer, look newer, stay newer longer!

1959 Lincoln Premiere — 1959 Ford Galaxie Club Victoria — 1960 Mercury Monterey

LINCOLN—This is the prestige car that brought America to new heights in fine-car fashion—with distinction, luxury, richness in every detail. Owning a late-model Lincoln or Lincoln Continental carries with it a feeling of owning an original. Most are equipped with every imaginable power assist, and with luxurious interiors often including power windows and seats.

FORD—Solid, silent, so smart to be seen in and admired in. Late models in all body styles, with Ford's famous built-for-people roominess, convenience and all-around comfort. Sleek, glamorous Galaxies . . . spacious, high-fashioned Fairlanes . . . frisky Falcons so easy on budgets. All were built to make you a more care-free owner, and all are best buys in their size!

MERCURY—Every mile you drive, you'll prize the extra quality, the luxury and performance, the "boulevard" ride (thanks to Mercury's famous rubber-cushioned suspension) of a late-model Mercury. Elegant Monterey, Montclair, and Park Lane models . . . roomy, sporty Meteor models . . . smartly styled Comet models—loaded with Ford-built extra values!

WHICHEVER YOU CHOOSE...NEW OR USED...YOUR BEST VALUE IS A FORD-BUILT CAR

SEE YOUR FORD OR LINCOLN-MERCURY DEALER