

OFFICIAL **15c** PROGRAM

OCTOBER 31, 1943



GIANTS

POLO GROUNDS



GREEN BAY PACKERS

Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

**YES! Lucky Strike
Means Fine Tobacco!**

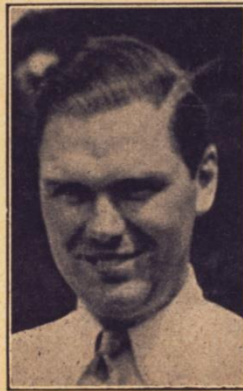
**So Round, So Firm, So Fully Packed—
So Free and Easy on the Draw...**



Giants Out to Give New York Best in Professional Football



TIM MARA



JOHN MARA

ORGANIZING a professional football team this year was not easy. Getting a combination with championship aspirations into the field proved a Herculean task. There is a war, and with it, a manpower problem.

When the Giants opened their season with a defeat by the Pitt-Phil. Eagles, it looked as if Steve Owen and the Maras had failed to come up to the mark.

But when the Giants came through with an impressive triumph over the Dodgers, things began to perk up.

The improvement continued apace last Sunday, when the Giants avenged their setback by the Eagles, with a 42 to 14 triumph, before 42,681 fans—the biggest opening game turnout in the history of the New York club.

This victory demonstrated that the Giants once more had a typical Owen outfit, and could be relied on to give a fine account of themselves.

In this Giant picture, Steve Owen and his coaching staff are ultra-important.

But behind them is a strong organization, ambitious for the championship, eager to go the limit to give New York the sort of professional football team it deserves.

Behind the team are Jack Mara and his dad, Tim. It was Tim who had the vision, who saw that New York would support a pro eleven if the promoter went all out to give the biggest city in the country the kind of squad it deserved.





*Short Cut to
Friendship*

BILL says he cussed the moving-van
for bringing me next door...
I tell him, "You were poison, man,
the first six months or more!"

We short-cut through our gardens, now,
and vault the picket fence,
For common danger's taught us how
to act with common sense!

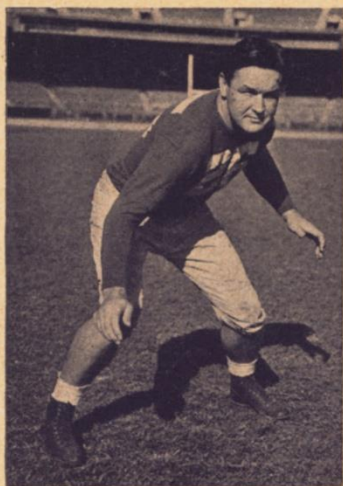
Tonight, as we review a scheme
to guard our homes and town,
We'll pledge our mutual esteem
with savory Seven Crown!

MOST PLEASING
to the Palate
LEAST TAXING
to the Taste



Seagram's **7** **Crown**

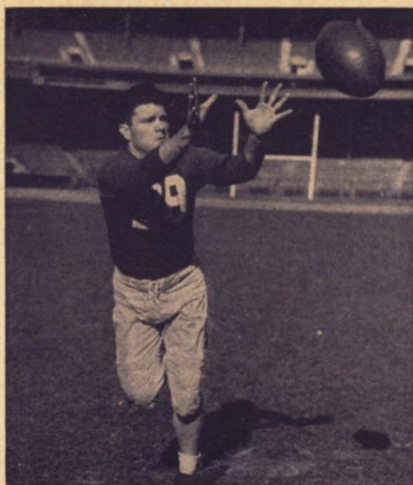
Seagram's 7 Crown Blended Whiskey. 65% grain neutral spirits. 86.8 Proof. Seagram-Distillers Corporation, Chrysler Building, New York



VIC CARROLL



GIANTS



VERLIN ADAMS



CARL KINSCHERF

Here's something new (if you like 'em fresh!)



Make a fresh start in smokes. Compare the tobacco in Raleighs with any other popular-priced brand. You'll see at a glance that Raleighs are more golden. At the great tobacco sales, the ripe and mellow golden leaves always bring top prices. It's the expert way to get a milder, better-tasting smoke. So try Raleighs, and save that coupon on the back!

Raleighs

SAVE YOUR RALEIGH COUPONS FOR WAR STAMPS AND BONDS

TUNE IN *Red Skelton*, Tuesdays; *Hildegard*, Wednesdays; NBC Network.

New York Football Lovers Have Powerful Attractions Coming Here

★ ★ ★



TUFFY LEEMANS



MEL HEIN

★ ★ ★

NEXT week will find the New York Giants in Detroit. But the following Sunday, November 14, will see the Polo Grounders back at home to stay there through the close of the season.

New York football lovers have before them rich gridiron fare. If you have any doubts about it, just take a look at this layout at the Polo Grounds:

- November 14—Chicago Bears.
- November 21—Chicago Cardinals.
- November 28—Brooklyn Dodgers.
- December 5—Washington Redskins.

To welcome these sturdy teams, the New York club has a combination which was impressive enough to run up 42 points on the Philadelphia-Pittsburgh Eagles. The Giants have what it takes.

As the game last week proved, with its 42,681 onlookers, the Giants are drawing. They are going to keep right on drawing, because they play

good football, and the fans want football every Sunday at the Polo Grounds.

Don't expect to get the best locations if you neglect to purchase your tickets in advance.

Tickets for the next game always are on sale in the Lower Grand Stand, back of Section 16.

Tickets also are on sale in the offices of the New York Giants Football Team, at 11 West 42nd Street.

Tickets also may be purchased at the offices of the New York Giants Baseball Club, at 104 West 42nd Street.

In short, there are plenty of places where you can buy tickets. Help the management,—and yourself,—by getting tickets in advance.

Team-Work

The Keystone of Success

"Combined operations" has made possible the invasion of the European continent.

Secretary Knox has seen his hoped-for goal of "a ship a day" become a reality through "combined operations."

Munitions and planes are coming off the production line in breathtaking quantities through "combined operations"—**team-work**.

Pile-driver blows are being dealt the axis by our **All America Team** throughout the world in this global war for freedom.

Typical of America—**Team-Work** is exemplified on the **Ball Field**, the **Battle Field** and the **Production Field**. We are proud of the score our barrel industry is piling up through "combined operations."

THE STEVENS METAL PRODUCTS CO.

NILES, OHIO

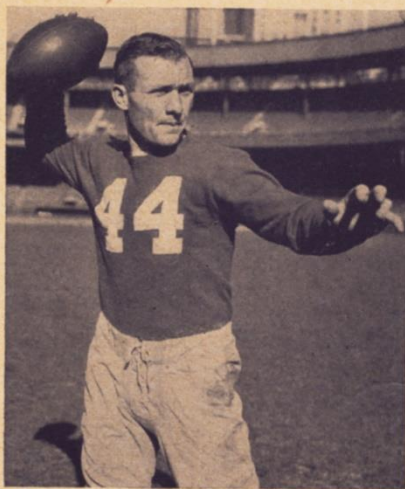
STEEL DRUMS

STEEL BARRELS

Bring Our Boys Back On More Than A Wing And A Prayer

BUY WAR BONDS

Emery Nix, from Down in Texas, Adds Fire to Giant Air Attack



EMERY NIX

★

THE GIANTS have come up with a sandy-haired rookie, who rates to crowd famous Sammy Baugh for forward passing laurels this season. His name is Emery Nix. The 23-year-old Texan already has established himself a gridiron Spud Chandler. The last two seasons at Texas Christian U. Nix's pitching arm was one of the best in college competition. He followed Davey O'Brien and Baugh at TCU and, with 333 yards, broke his famed serial predecessors' records for yards gained passing in one game.

Steve Owen sees in Nix a reward for his long search for an outstanding passer. Emery employs the same split-second timing, change of pace and crooked-arm delivery that made Baugh and O'Brien, and is characteristic of Dutch Meyers' remarkable development of great passers at TCU. Nix was Meyers' choice for the hotly-contested 1942 college passing title.

In addition to his pitching, the Giants' new find runs well, quick kicks and calls signals cleverly. Nix flashed his passing skill early and pitched his high school team into a state championship. Entering TCU, the young flipper soon became Coach Meyers' star pupil. He was shown

how to crook his arm, use a short motion and make the wrist do most of the work. A big pair of hands helped a lot.

Emery, in his Texas drawl, says his former coach spent most of the time teaching him how to anticipate his receivers. It was Meyers' contention that it was incorrect for passers to shoot at receivers after they had arrived in the open because likely they would be covered by the time the ball arrived. Nix learned how to anticipate the catcher so that he and the ball met at the same time at the designated spot in the open.

Emery is married. He has two sons, Emery, Jr., five; Roger, two. His family was the chief reason why he decided to follow O'Brien and Baugh into the National League. To date the latest Texas aerial star likes his new surroundings even if almost all the league players are much bigger and wiser than were his TCU teammates.

"Pa" Nix insists he'll be happy to be half as successful as Slingin' Sammy and little Davey in the pro circuit. Owen daily lectures his prize pupil that it is a costly mistake to underrate one's self, especially on the gridiron.

★

PROBABLE GREEN BAY PACKERS LINE-UP

TIME O

2:30

HUTSON 14 Left End	RAY 44 Left Tackle	KUUSISTO 45 Left Guard	C. BROCK 29 Center	GOLDENBERG 43 Right Guard	ADAMS 27 Right Tackle	JACUNSKI 48 Right End
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CRAIG
54
Quarterback

CANADEO
3
Left Halfback

FRITSCH
64
Fullback

URAM
42
Right Halfback

GREEN BAY PACKERS FOOTBALL ROSTER

No.	Name	Position	Weight	Height	Age	College
3	Canadeo, Tony	Back	195	6:00	24	Gonzaga
7	Mason, Joel	End	200	6:00	29	Western State
8	Kahler, Bob	Back	200	6:03	26	Nebraska
14	Hutson, Don	End	178	6:01	30	Alabama
16	Brock, Lou	Back	195	6:00	25	Purdue
18	Falkenstein, Tony	Back	210	5:10	28	St. Mary's
21	Tinsley, Pete	Guard	205	5:08	28	Georgia
22	Evans, Dick	End	210	6:03	26	Iowa
23	Lankas, James	Back	225	6:02	25	St. Mary's
24	Laws, Joe	Back	188	5:09	32	Iowa
27	Adams, Chet	Tackle	240	6:03	27	Ohio
29	Brock, Charles	Center	210	6:02	27	Nebraska
33	Sorenson, Glen	Guard	225	6:00	22	Utah State
35	Flowers, Bob	Center	215	6:02	26	Texas Tech
42	Uram, Andy	Back	190	5:11	28	Minnesota
43	Goldenberg, Charles	Guard	220	5:10	32	Wisconsin
44	Ray, Buford	Tackle	250	6:06	28	Vanderbilt
45	Kuusisto, Bill	Guard	230	6:00	25	Minnesota
46	Fries, Sherwood	Guard	238	6:01	22	Colorado State
47	Berezney, Paul	Tackle	220	6:02	27	Fordham
48	Jacunski, Harry	End	198	6:02	27	Fordham
51	Comp, Irv	Back	192	6:02	24	St. Benedict
53	Perkins, Don	Back	195	6:00	25	Platteville
54	Craig, Larry	Back	208	6:00	26	South Carolina
63	Starrett, Ben	Back	215	5:11	25	St. Mary's
64	Fritsch, Ted	Back	205	5:11	22	Stevens Point
72	McPherson, Forrest	Center	248	5:11	30	Nebraska
75	Groft, Milburn	Tackle	298	6:03	22	Ripon

3.5

E. L. "Curly" Lambeau, Coach—Richard "Red" Smith, Asst. Coach.



BE WISE! BUY WAR B

Calvert Distillers Corp., New York City. BLENDED WHISKEY Calvert "Reserve": 86.8 Pr
Calvert "Special": 86.8 Proof—60% Grain Neutral Spirits

F GAME
P.M.

PROBABLE NEW YORK GIANT LINE-UP

ADAMS 30 Left End	COPE 36 Left Tackle	YOUNCE 60 Left Guard	PICCOLO 29 Center	AVEDISIAN 55 Right Guard	BLOZIS 32 Right Tackle	WALLS 24 Right End
SHAFFER 20 Quarterback						
NIX 44 Left Halfback		PASCHAL 8 Fullback			CUFF 14 Right Halfback	

NEW YORK GIANTS FOOTBALL ROSTER

No.	Name	Position	Weight	Height	Age	College	Years Giants
4	Leemans, Tuffy	H.B.	202	6:00	30	G. Washington	8th
5	Brown, Dave	H.B.	190	5:11	24	Alabama	1st
7	Hein, Mel	C.	234	6:04	34	Wash. State	13th
8	Paschal, Bill	F.B.	195	6:00	21	Georgia Tech	1st
11	Pritko, Steve	E.	205	6:01	22	Villanova	1st
12	Dubzinski, Walter	C.	205	5:10	24	Boston College	1st
14	Cuff, Ward	H.B.	192	6:01	29	Marquette	7th
17	Trocolor, Bob	H.B.	205	6:02	24	Alabama	2nd
20	Shaffer, Leland	Q.B.	200	6:00	31	Kansas State	9th
22	Liebel, Frank	E.	203	6:01	24	Norwich U.	2nd
24	Walls, Will	E.	220	6:04	29	T. C. U.	6th
25	Kinscherf, Carl	F.B.	185	6:00	23	Colgate	1st
26	Carroll, Vic	T.	230	6:04	29	Nevada	1st
28	Adams, Verlin	E.	205	6:01	25	Morris Harvey	1st
29	Piccolo, Bill	C.	185	5:11	22	Canisius	1st
30	Adams, O'Neale	E.	195	6:03	24	Arkansas	2nd
31	Visnic, Larry	G.	195	5:10	23	St. Benedict's	1st
32	Blozis, Al	T.	250	6:07	24	Georgetown	2nd
34	Marone, Sal	G.	195	5:10	25	Manhattan	2nd
36	Cope, Frank	T.	232	6:03	27	Santa Clara	6th
37	Sulaitis, Joe	H.B.	210	6:02	22	1st
39	Roberts, Tom	G.	215	6:01	25	DePaul	1st
42	Barker, Hubeth	Q.B.	195	5:11	23	Arkansas	2nd
44	Nix, Emery	H.B.	180	5:11	23	T. C. U.	1st
50	Karcis, John	F.B.	225	5:09	33	Carnegie Tech	3rd
55	Avedisian, Charley	G.	200	5:09	25	Providence	2nd
60	Younce, Len	G.	205	6:01	25	Oregon	2nd
69	Umont, Frank	T.	220	5:11	25	1st

Head Coach: Steve Owen, Phillips U.

Backfield Coach: Tuffy Leemans, George Washington

Team Physician: Dr. Francis Sweeny

Trainers: Gus Mauch

Charley Porter

ONDS

roof - 65% Grain Neutral Spirits.

A WARTIME SUGGESTION FROM

Calvert

The whiskey with the "Happy Blending"



pm for Pleasant Moments

After the game, call the play that scores: "Pass Me the PM, Partner!" It's Perfectly Mellow, a Perfect Mixer . . . brings a final cheer to a grand good evening.



*If it isn't PM
it isn't an Evening*

Blended Rye or Bourbon Whiskey. 49% grain neutral spirits.
86.8 Proof. National Distillers Products Corporation, N. Y.

TICKETS ON SALE

now

IN LOWER GRANDSTAND

Back of Section 16.

For—

NEXT HOME GAME

WITH

CHICAGO BEARS

Also on Sale at

New York Football Giants' Office

11 West 42nd Street

and at

New York Giants Baseball Offices

104 West 42nd St. and Polo Grounds

New York

New York

also

for all Home Games

GIANTS' SCHEDULE

AT HOME

November 14—Chicago Bears
November 21—Chicago Cardinals
November 28—Brooklyn Dodgers
December 5—Washington Redskins

AWAY

November 7—Lions at Detroit



Next Game Here—

SUNDAY, NOV. 14

CHICAGO BEARS

With

Sid Luckman

Throwing Those Passes, and that Famous
Chicago Bears' T Formation in Action.



1943 RECORD OF NEW YORK GIANTS

Phil.-Pitt. Eagles, 28; Giants, 14.
Giants, 20; Brooklyn Dodgers, 0.
Giants, 42; Phil.-Pitt. Eagles, 14.

HOW TO TELL WHO IS OFFICIATING IN GAME

THE National League makes it a practice not to announce, in advance, the identity of the men who have been assigned to officiate in any contest. The list of the league's officials, however, is static. You note their numbers, and identify them from this roster:

Referees

Samuel Weiss	2	Ronald Gibbs	6
Tom Dowd	4	E. F. Tommy Hughitt	7
Carl K. Rebele	8		

Umpires

John J. Schommer	12	Harry D. Robb	15
Carl Brubaker	14	Fay Vincent	17
John B. Kelly	18		

Field Judges

Charles Sweeney	22	Williams Downes	25
Lloyd Brazil	23	Eugene Miller	26
J. Edward Tryon	29		

Headlinesmen

Earl Cavanaugh	30	Irving Kupcinet	32
Charlie F. Berry	31	Larry Conover	34
Louis J. Gordon	35		

NATIONAL LEAGUE FOOTBALL STANDINGS

EASTERN DIVISION

	W.	L.	T.	PC.	For	Agst.
Washington	3	0	0	1.000	73	14
New York	2	1	0	.667	76	42
Steagles	2	2	0	.500	80	104
Brooklyn	0	5	0	.000	21	142

WESTERN DIVISION

Chicago Bears	4	0	1	1.000	149	84
Green Bay	3	1	1	.750	118	81
Detroit	3	3	0	.500	110	106
Chicago Cards	0	5	0	.000	31	103

IMPORTANT PENALTIES

1 Offside, both sides	No penalty
2 Offside	5 yards
3 Holding, etc., by defensive side	5 yards
4 Man in motion—no shift	5 yards
5 Crawling	5 yards
6 Taking out time more than three times during half	5 yards
7 Running into kicker	5 yards
8 Substitute failing to report	5 yards
9 Unreasonable delay in putting ball into play	5 yards
10 Starting forward before ball	5 yards
11 Illegal use of hands and arms by offense	15 yards
12 Roughing kicker	15 yards
13 Unnecessary roughness	15 yards
14 Intentional throwing forward pass to ground	15 yards
15 Unsportsmanlike conduct	15 yards
16 Man in motion on shift	15 yards
17 Interference on forward by passing team	15 yards
18 Clipping from behind	15 yards
19 Interference on forward by defense	
1st down at point of foul	
20 Penalty declined	



The official football timing watch for

GIANTS vs. PACKERS

Longines
THE WORLD'S MOST HONORED WATCH



For more than three-quarters of a century, Longines Watches have been made to a high standard of timekeeping excellence. A Longines Chronometer, fifty years ago, was the first factory made timepiece to win an observatory accuracy award. Thousands of certificates for accuracy have since been awarded to Longines timepieces by observatories here and abroad. Recently in competition at a great government observatory, a series of Longines *strap watches* won first place for precision. LONGINES-WITTNAUER WATCH CO., INC., New York, Montreal, Geneva.

Longines-Wittnauer Watches

ESTABLISHED 1853

CORN EXCHANGE BANK TRUST COMPANY

HEAD OFFICE

WILLIAM AND BEAVER STREETS
NEW YORK

74 BRANCHES CONVENIENTLY LOCATED
IN GREATER NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



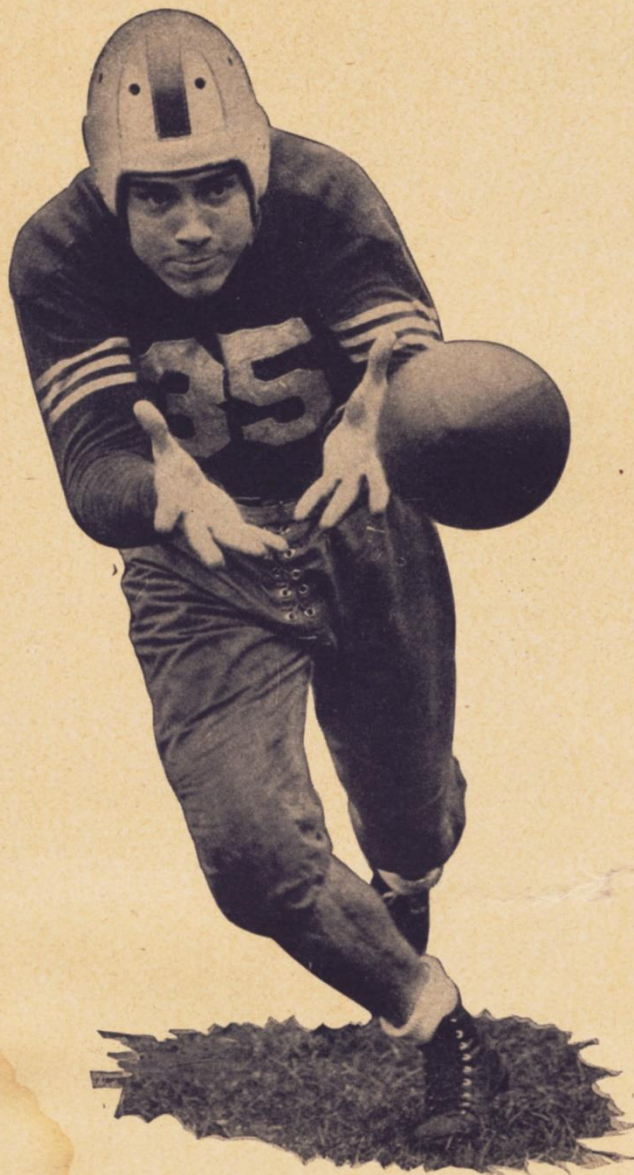
THE CHIN THAT WINS NEVER
HAS *'5 o'clock Shadow'!*

You're at your best when your face is free from that unsightly beard growth known as "5 o'clock Shadow". For a winning chin try genuine Gems — the blades that give you *all-day* face neatness. Made by the makers of your Gem Razor, Gems *must* fit precisely, perform perfectly.



GEM

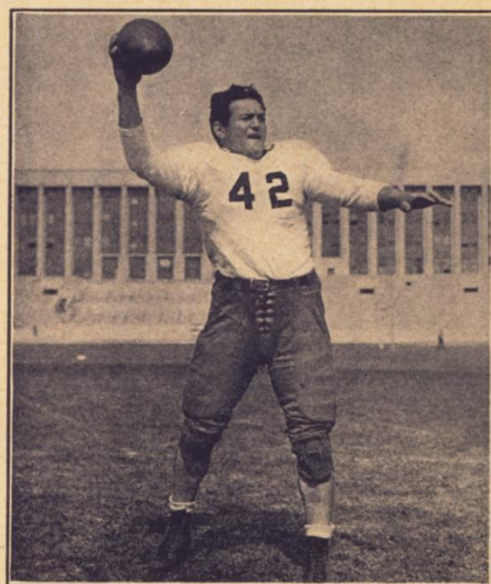
**These Stars will be seen
in Action here in Future
Contests**



MERLYN CONDIT



SAMMY BAUGH



SID LUCKMAN

SID LUCKMAN, one of New York's own—he developed at Erasmus Hall in Brooklyn, and at Columbia,—will be seen at the Polo Grounds on November 14, when the Chicago Bears will furnish the opposition for the Giants. If you have watched pro football at all, you don't have to be told about Sid.

Any more than you need to be told about Slinging Sam Baugh, the great passer of the

Washington Redskins, who will come to the banks of the Harlem for the season's finale, on December 5.

As for Condit, he comes to the Polo Grounds with the Brooklyn Dodgers, on November 28. Condit, a great back, was out with injuries when the Giants ran over the Dodgers early in the season.

★

★



Another **NEW** has been Added!

Apple "Honey"

Now Protects **Freshness**

No Change in Taste!

Old Gold

CIGARETTES

P. Lorillard Company—Established 1760

★

★

Aerial Attack Instructions

Mayor La Guardia has provided a system of safety for patrons attending Giants' games. This park is not bombproof but as safe as elsewhere. If opposite your seat you find the label "SIT TIGHT," you will be expected to do just that during an aerial attack. If the label should read "FOLLOW GREEN ARROW" or "FOLLOW RED ARROW" you will be expected to comply with these instructions. If an alert is sounded, walk to place of safety. Don't run or shout. Obey the air raid wardens. **PLAY YOUR PART IN THE DEFENSE GAME.** Please comply with these instructions. They are for your protection.

An All-Weather Favorite!

THE WINGATE Handsome moccasin type oxford in rich brown leather with the famous Dougl-Flex sole, for longer wear and greater comfort. No. 4516

\$6.50 \$8.50

some styles
\$5.50



W. L.
Douglas Shoes
W. L. DOUGLAS SHOE CO., BROCKTON 15, MASS.

17 Stores in Greater New York and New Jersey

3 Stores in Philadelphia—5 Stores in Boston

Also Stores in Principal Cities

Good Dealers Everywhere

When It Comes to putting Foot into Football, There is Booter Ward Cuff

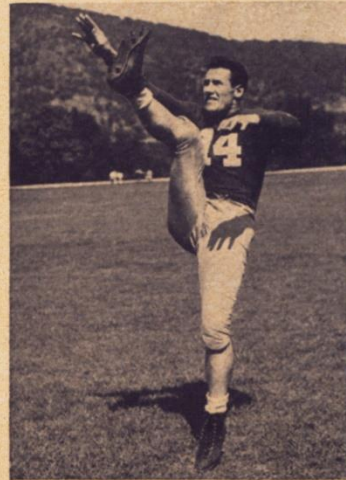
WARD CUFF, veteran New York Giants half-back, really puts the foot in football. Former two-times National League field-goal kicking champion, the all-round athlete from the Wisconsin lakes country figures to lead the pros again kicking three-points this season. Ward's record shows 29 field goals and 79 extra points, a feat that's become just a pleasant gesture for the rare too expert. Those accomplishments are all the more remarkable because Cuff never once attempted field-goal kicking back in his college career at Marquette.

The versatile Giant has gone through entire seasons without missing attempts for extra points.

He has scored goals from the field as far as 48 yards. Ward also is better than average punting, one of his many duties at Marquette. In addition to his brilliant kicking, Cuff is rated the best all-round back in the cash-and-carry circuit. He is that type of athlete who does everything practically perfect.

Cuff is the leading all-time Giants' high scorer with 249 points. His pronounced diversified talents accounted for numerous touchdowns as accurate catcher of forward passes and deceptive running on reverse sweeps from his wingback position.

Ward reverses the almost general custom of Giants reporting for training somewhat overweight. He comes ten to 20 pounds of muscle



WARD CUFF

and brawn. The veteran isn't the least bit glamorous. He's more a machine of apparently effortless execution, consequently has become the League's No. 1 unsung hero.

In college Ward also starred in basketball and tossing heavy weights about with the greatest of ease. He has added other attainments. He is the best all-round athlete in the Giants camp, excelling from golf to the tantalizing art of making the most fish attach themselves to his lure.

This is Cuff's seventh season with the Giants. At 29, in point of service, he is dean of the squad. Ward is married and his two active daughters help keep his weight down in the off-season.



BACK THE ATTACK

BUY MORE BONDS

Giants and Packers Play Rubber Game In Closest Series in Pro League



NATIONAL Professional Football League history reveals no series to match that between the Giants and the Green Bay Packers in closeness, intensity of competition, and evenly-matched struggle. New York and Green Bay have met 21 times since 1928, and the score, going into today's battle, was even. The Giants had won 10, the Packers had taken 10, and one had resulted in a tie. The deadlock came in 1942, —21 to 21.

In so far as scoring is concerned, the Packers have a 50-point bulge on the Giants,—250 to 200.

But it has been tough right through the years, starting with the two meetings in 1928. The Giants hung a close one on the Packers in the opener, 6 to 0. But Green Bay later reversed the result, 7 to 0.

The best score compiled by the Giants against Green Bay stands at 23 points. That was in the second meeting in 1938,—23 to 17. The Polo Grounders already had beaten the

Wisconsin outfit by 15 to 3 that season.

Green Bay's best showings in points against the New York eleven present 27 totals. It was 27 to 7 in 1931, and 27 to 0 in 1939.

The Packers began to compete in 1919. In 24 years, coming into the 1943 season, they won 207 games, lost 73, and tied 21, for .739.

In 1919, all the Packers were local boys, from the Green Bay high schools. Green Bay came into the National League in 1921, and joined a field which included Racine, Staleys, Minneapolis, Rock Island, the Cardinals, Evansville, Rockford, Beloit, Hammond, Chicago Boosters, and Chicago Corn Huskers.

The Packers had an amazing streak of 23 straight, starting with the last two contests in 1928, and running through the 1929 season and seven games in 1930. The Packers won the championship in 1929, 1930, 1931, 1936 and 1939. The three-year run set a league record.

Giants and Packers Tied in 21 Games



1928—Giants, 6; Packers, 0.
 1928—Packers, 7; Giants, 0.
 1929—Packers, 20; Giants, 6.
 1930—Packers, 14; Giants, 7.
 1930—Giants, 13; Packers, 6.
 1931—Packers, 27; Giants, 7.
 1931—Packers, 14; Giants, 10.
 1932—Packers, 13; Giants, 0.
 1932—Giants, 6; Packers, 0.
 1933—Giants, 10; Packers, 7.
 1933—Giants, 17; Packers, 6.
 1934—Packers, 20; Giants, 6.
 1934—Giants, 17; Packers, 3.
 1935—Packers, 16; Giants, 7.
 1936—Packers, 26; Giants, 14.
 1937—Giants, 10; Packers, 0.
 1938—Giants, 15; Packers, 3.
 1938—Giants, 23; Packers, 17.
 1939—Packers, 27; Giants, 0.
 1940—Giants, 7; Packers, 3.
 1942—Giants, 21; Packers, 21.

21 games. Giants, 200; Packers, 250.



BROADWAY COCKTAIL LOUNGE
Dick Kuhn and his Orchestra
 NIGHTLY EXCEPT MONDAY

"At the Crossroads of the World"
COLUMBIA ROOM
Jose Morand and his Orchestra
 NIGHTLY EXCEPT SUNDAY

No Cover Charge • No Minimum

HOTEL ASTOR

TIMES SQUARE

R. K. Christenberry, Vice-President and General Manager



**"I hear a better
 highball
 coming"**



YOU CAN hear the zest and liveliness of drinks mixed with Canada Dry Water... sparkle lasts right down to the bottom sip.

Canada Dry's "PIN-POINT CARBONATION" means millions of tinier bubbles... brisk little bubbles that insure lasting liveliness,

in spite of melting ice.

What's more, Canada Dry's special formula points up the flavor of any drink mixed with sparkling Canada Dry Water. Try it next time!

P.S. If you prefer mixers with fuller flavor, there's nothing like Canada Dry... "The Champagne of Ginger Ales."

15¢
 plus deposit



**BUY UNITED STATES
 WAR BONDS AND
 STAMPS**

CANADA DRY WATER

FOR
STEADY
PLEASURE

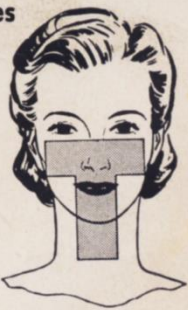
FRESHER-TASTING
EXTRA-MILD
CAMELS
SUIT ME TO
A 'T'



THE
"T-ZONE"

—where cigarettes
are judged

The "T-ZONE" — Taste and Throat—is the proving ground for cigarettes. Only *your* taste and throat can decide which cigarette tastes best to you . . . and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."



Camel
COSTLIER TOBACCOS



R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.