

Price 10 Cents

NEW YORK GIANTS
vs.
CLEVELAND RAMS



TUFFY LEEMANS

**POLO
GROUNDS**

**Sunday
November 16, 1941**

**HERE SUNDAY — NOVEMBER 23rd
NEW YORK GIANTS vs. WASHINGTON REDSKINS
2:00 P. M.**



WITH MEN WHO KNOW TOBACCO BEST—
IT'S *Luckies* 2 TO 1

Copyright 1961, The American Tobacco Company

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

Ambling Alphonse - Otherwise Mr. Leemans, of Giants

HE is known wherever football is played as Tuffy. But now the secret is out. His real moniker is Alphonse. Ambling Alphonse! He was a star back with the Giants when he joined them from George Washington University in 1936, and he has remained a marvel season after season. This is Leemans' sixth year with the Polo Grounders, and as he demonstrated as recently as last Sunday against Detroit, he is better than ever.

Leemans scales a mere 200 pounds and stands six feet in his socks. He is 28. In 1935, Tuffy was captain at George Washington. Few experts picked him All-America. But the Giants knew that one comparatively unknown G.W. down in the capital was the back of the year, and they grabbed him. He was all-National League back in his first season with the New York club. In 1939, Tuffy was named again, and the chances are he will make it once more.

Leemans is the most consistent ground



TUFFY LEEMANS
Ground-gaining Marvel

gainer in the annals of the National League. Going into the 1941 season, he had gained 2,625 yards. The way he is going, even with Steve Owen's double team system, Tuffy may beat the league record held by Ace Gutowsky. Leemans has gained at least 400 yards a season from scrimmage.

Tuffy is a good kicker and a fine passer, and is an all-around athlete, with skills in baseball and basketball as well as on the gridiron. Tuffy's forte is spinning through that line. Put this speedster out in the clear, and

you can surely chalk up another touchdown.

Tuffy originally hailed from Superior, Wis. His folks still live there. But Leemans, who is married and has built up a fine laundry and dry cleaning business, now makes his home in Silver Springs, Md., a suburb of Washington.

College marvels come, and campus heroes go as the seasons of the National League roll into football history. But Alphonse Tuffy Leemans keeps going stronger all the time.

Seagram keeps the
TOUGHNESS OUT
 ... blends extra
PLEASURE IN

They're smearing that guy—what a shame!
 But hold on! Just notice his name.

He's TOUGHNESS, the villain
 And Seagram's not willin'
 To let him remain in the game.

Yes, Seagram bids TOUGHNESS good-
 bye,
 Extra Pleasure's the main reason why
 Our 5 Crown is kinder,
 So here's a reminder
 To "say Seagram's" next time you buy.



Seagram's 5 Crown



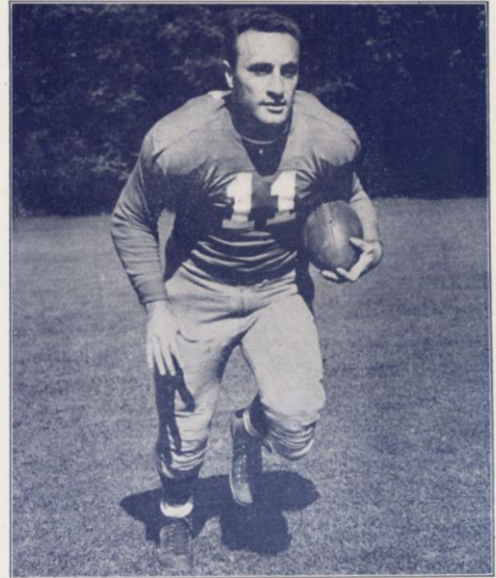
SAY SEAGRAM'S... AND BE SURE!

Seagram's 5 Crown Blended Whiskey. 90 Proof. 72½% grain neutral spirits. Seagram-Distillers Corp., New York

Carry the Mail for Giants



NELLO FALASCHI
Santa Clara Hero

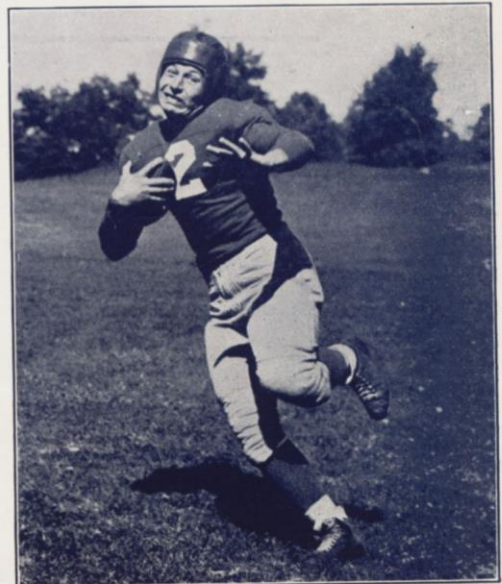


DOM PRINCIPE
Former Ram

STANDOUTS in the backfield of the Giants are two young men who last year were doing their starring in the higher brackets of the college ranks. Eshmont was Fordham's leading scorer in 1940. He is an amazingly quick starter and can do about anything a back can do on a gridiron. Franck was All-America halfback with a fine Gopher eleven a year ago, when his chief feat was the scoring of four touchdowns against Iowa. He is a 10-second man for the 100. Falaschi is not new to the Polo Grounds. This is his third season with Owen and he is better than ever. He came to New York from Santa Clara. He is a fine blocker and a grand defensive back. Principe is in his second year with the Polo Grounders. He landed right from the Fordham eleven, for which he was the power runner for two seasons. Last year Dom was hampered by injuries.



GEORGE FRANCK
Minnesota Star



LEN ESHMONT
From Fordham

Identification of Game Officials

THOSE who officiate in National League games have numbers which remain unchanged throughout the season. Just who the officials will be for each game is not known until the men appear for the contest. They are the pick of the officials of American football. Here they are, with their identifying numbers and their college affiliations:—

<i>Referees</i>	<i>No.</i>	<i>College</i>	<i>Umpires</i>	<i>No.</i>	<i>College</i>
Bobie Cahn	3	Chicago	John J. Schommer.	12	Chicago
Ronald Gibbs	5	St. Thomas, Minn.	C. W. Rupp	14	None
E. F. Tommy Hughitt	7	Michigan	Harry D. Robb	15	Penn State
E. H. Heintz.....	9	Penn State	Walter French	17	West Point
Carl K. Rebele.....	8	Penn State	John Kelly	18	Loyola
 <i>Field Judges</i>			 <i>Headlinesmen</i>		
Charles Sweeney...	22	Notre Dame	Earl Cavanaugh	30	Pittsburgh
W. M. Campbell...	25	Tennessee	Charles F. Berry ...	31	Lafayette
Eugene E. Miller...	26	Penn State	Joseph J. Lipp.....	33	Chicago
Arthur J. Bergman.	27	Notre Dame	Larry Conover	34	Penn State
Dan Tehan	29	Xavier	Lou Gordon	35	Illinois
			William Downes ...	36	Illinois Tech.

Tickets for the Giants' contest with the Washington Redskins next Sunday, at 2 p.m. are on sale at the offices of the New York Football Giants, No. 11 West 42nd Street. It is wise not to delay purchasing your tickets in advance. Courtesy books may be bought in rear of Section 16 at Polo Grounds.

Summary of More Important Penalties

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

GIANTS BACK AT TOP OF STANDING

With their victory over Detroit, while Brooklyn was winning from Washington, the Giants regained the leadership of the Eastern Division of the National League. The Redskins, who come to the Polo Grounds next Sunday, are second and the Dodgers third.

In the Western section of the circuit, the Green Bay Packers hold the edge over the Chicago Bears. There is every indication that the league will have the hottest finish in its history. Here is how the clubs stood as they went into today's schedule:

EASTERN DIVISION

	W.	L.	T.	PC.	Points	
					For	Agst.
New York	6	2	0	.750	162	66
Washington	5	2	0	.714	105	83
Brooklyn	5	3	0	.625	95	99
Philadelphia	2	5	1	.285	74	128
Pittsburgh	0	7	1	.000	75	180

WESTERN DIVISION

Green Bay	7	1	0	.875	165	87
Chicago Bears	6	1	0	.857	254	81
Chicago Cards	2	4	1	.333	84	125
Detroit	2	5	1	.285	72	151
Cleveland	2	7	0	.222	102	188

TODAY'S SCHEDULE

Cleveland at New York, Brooklyn at Pittsburgh, Philadelphia at Detroit, Washington at Chicago Bears, Chicago Cardinals at Green Bay.

GIANTS AND REDSKINS PLAY CLOSE GAMES

THE Washington Redskins, who come to the Polo Grounds next Sunday, always have managed to give an interesting account of themselves against the Giants. The New York club leads in their series, started in 1932 when the Redskins represented Boston, by 10 games to 6, with 2 ties. The Giants lead in points, 196 to 184. The scores:

- 1932—Boston 14, Giants 6.
Giants 0, Boston 0.
- 1933—Boston 21, Giants 20.
Giants 7, Boston 0.
- 1934—Giants 16, Boston 13.
Giants 3, Boston 0.
- 1935—Giants 20, Boston 12.
Giants 17, Boston 6.
- 1936—Giants 7, Boston 0.
Boston 14, Giants 0.
- 1937—Washington 13, Giants 3.
Washington 49, Giants 14.
- 1938—Giants 10, Washington 7.
Giants 36, Washington 0.
- 1939—Giants 0, Washington 0.
Giants 9, Washington 7.
- 1940—Washington 21, Giants 7.
Giants 21, Washington 7.

Giants Pts. 196 — Washington Pts. 184

GIANTS TACKLE TWO MORE TEAMS HERE

The National League football season fast is drawing to a close. The Giants have only two more games on their schedule. But both are hummers. One is with the Washington Redskins, the other with the Brooklyn Dodgers. With the Mara forces on the upbeat after their slump defeats by the Dodgers and the Cardinals, there is a strong possibility that they will go West to represent the East in the playoffs. At least, that's the plan Steve Owen has drawn up. Here is the rest of the New York slate:

November 23—Washington Redskins at Polo Grounds, 2 p.m.

November 30—Open date.

December 7—Brooklyn Dodgers at Polo Grounds, 2 p.m.

Don't wait too long to purchase your tickets for these contests. Particularly for the battle with the Dodgers.

MARAMEN AND RAMS IN RUBBER CONTEST

THE Giant series with the Cleveland Rams today goes into its third meeting. It is the rubber game, as they split the two previously played.

In 1938, when Cleveland came into the National League, it was snowed under by New York, 28 to 0.

In 1939, the Giants and the Rams did not meet. But in 1940, Cleveland got revenge, winning from Owen's men by 13 to 0.

Brooklyn, which completes the Giants' regular schedule on December 7, has beaten them only thrice. The Giants have beaten the Dodgers 19 times, with three ties, since the series was instituted in 1926.

PROBABLE CLEVELAND RAMS LINE-UP

Time 2:00

Left End HICKEY 28	Left Tackle ADAMS 34	Left Guard McGARRY 30	Right Guard MATHESON 11	Right Tackle DUNSTAN 20	Right End J. WILSON 12
Center CONKRIGHT 37					
Quarterback JANIAK 38		Left Halfback DAVIS 3		Right Halfback MORRIS 4	
				Fullback GOODNIGHT 16	

CLEVELAND RAMS FOOTBALL ROSTER

No.	Name	Position	Weight	Height	Age	College	Pro Ram Yrs. Yrs.
1	Dell Lyman	T.	215	6:03	23	U. C. L. A.	1 1
2	Maurice Patt	E.	205	6:02	26	Carnegie Tech	4 3
3	Corby Davis	B.B.	215	6:00	26	Indiana	3 3
4	George Morris	W.B.	190	5:10	22	Baldwin-Wallace	1 1
5	Marty Slovak	T.B.	182	5:10	25	Toledo University	3 3
6	Bill Rieth	G.C.	205	5:11½	23	Carnegie Tech	1 1
8	Ray Prochaska	E.	200	6:03	22	Nebraska	1 1
9	Francis Maher	W.B.	195	6:01	23	University of Toledo	1 1
10	Gaylon Smith	F.B.	205	5:11	25	Southwestern	3 3
11	Riley Matheson	G.	208	6:03	26	Texas Mines	3 2
12	Johnny Wilson	E.	205	6:03	26	Western Reserve	3 3
14	Johnny Drake	F.B.	214	6:01	25	Purdue	5 5
15	John Haman	C.	217	6:01	23	Northwestern	2 2
16	Owen Goodnight	T.B.	200	6:00	24	Hardin-Simmons	1 1
17	Henry Rockwell	G.	225	6:04½	24	Arizona State	2 2
18	Graham Armstrong	T.	225	6:01	24	John Carroll	1 1
19	Paul McDonough	E.	235	6:04½	24	Utah University	4 3
20	Elwyn Dunstan	T.	245	6:03	26	Portland	5 4
21	Boyd Clay	T.	215	6:02	26	Tennessee	2 2
23	Jack Gregory	G.	215	6:02	24	Chattanooga	1 1
24	Dante Magnani	W.B.	175	5:11	24	St. Mary's	2 2
25	Charles Seabright	B.B.	205	6:02	23	West Virginia	1 1
26	Wilfred Thorpe	E.	200	6:02	23	Arkansas	1 1
27	Rudolph Mucha	B.B.	225	6:01½	23	Washington	1 1
28	Howard Hickey	E.	200	6:02	22	Arkansas	1 1
30	Barney McGarry	G.	205	6:01	23	Utah University	3 3
31	Charles Hanneman	E.	205	6:01	27	Michigan Normal	6 1
32	Parker Hall	T.B.	200	6:01	24	Mississippi	3 3
33	Milt Simington	T.	220	6:02	23	Arkansas	1 1
34	Chester Adams	T.	230	6:03	26	Ohio University	3 3
37	Bill Conkright	C.	205	6:02	24	Oklahoma	5 3
38	Leonard Janiak	B.B.	200	6:00	25	Ohio University	4 3

Head Coach—Earl "Dutch" Clark

Line Coach—Art "Poppy" Lewis

Business Manager—Billy Evans



Clear Heads

BLENDED WHISKEY Calvert "Reserve": 86.8 Proof—65% Grain N

PROBABLE NEW YORK GIANTS LINE-UP

Left End POOLE 23	Left Tackle MELLUS 33	Left Guard SOHN 44	Right Guard YOUNCE 32	Right Tackle EDWARDS 60	Right End HOWELL 21
Center HEIN 7					
Quarterback FALASCHI 28		Left Halfback ESHMONT 2	Right Halfback CUFF 14	Fullback LEEMANS 4	

NEW YORK GIANTS FOOTBALL ROSTER

No.	Name	Position	Weight	Height	Age	College	Years Giant	Years Pro
2	Leonard Eshmont	Back	180	5:10½	23	Fordham	1	1
4	Tuffy Leemans	Back	200	6:00	28	Geo. Washington	6	6
5	Kayo Lunday	Center	225	6:03	28	Arkansas	5	5
6	Howie Yeager	Back	178	6:00	26	Santa Barbara	1	2
7	Mel Hein (Captain)	Center	235	6:04	32	Washington State	11	11
11	Chet Gladchuk	Center	245	6:04½	22	Boston College	1	1
12	Kay Eakin	Back	190	6:00	24	Arkansas	2	2
14	Ward Cuff	Back	195	6:01	27	Marquette	5	5
15	Hank Soar	Back	215	6:00	26	Providence	5	5
17	Clinton "Red" McClain	Back	190	5:09	23	SMU	1	1
20	Leland Shaffer	Back	202	6:02	29	Kansas State	7	7
21	Jim Lee Howell	End	215	6:06	26	Arkansas	5	5
22	Ed Danowski	Back	204	6:01	29	Fordham	7	8
23	Jim Poole	End	235	6:03	26	Mississippi	5	5
24	Will Walls	End	220	6:04	27	TCU	4	4
25	Dominic Principe	Back	205	6:00	24	Fordham	2	2
28	Nello Falaschi	Back	195	6:00	27	Santa Clara	4	4
29	Jack Lummus	End	200	6:03	23	Baylor	1	1
32	Leonard Younce	Guard	205	6:01	24	Oregon State	1	1
33	John Mellus	Tackle	223	6:00	26	Villanova	4	4
36	Frank Cope	Tackle	230	6:03	25	Santa Clara	4	4
37	George Franck	Back	180	6:01	23	Minnesota	1	1
39	Doug Oldershaw	Guard	195	6:01	26	Santa Barbara	3	3
42	Orville Tuttle	Guard	205	5:09	28	Oklahoma City	5	5
44	Ben Sohn	Guard	230	6:03	22	So. California	1	1
49	Don Vosberg	End	190	6:02¾	21	Marquette	1	1
52	Vincent Denny	End	200	6:00	24	Fordham	1	1
55	Louis P. DeFilippo	Center	225	6:02	24	Fordham	1	1
60	Bill Edwards	Tackle	205	6:03	22	Baylor	2	2
66	Win Pedersen	Tackle	220	6:03½	26	Minnesota	1	2
69	Tony Blazine	Tackle	240	6:00	29	Ill. Wesleyan	1	7
70	Andy Marefos	Back	225	6:00	24	St. Mary's (Calif.)	1	1

Head Coach—Steve Owen, Phillips U. Assistant Coach—Mike Palm, Penn State
 Assistant Coach—Bill Owen, Phillips U.

Choose Calvert

It's the same
EXTRA Refreshing Drink

Vanti PA·PI·A

IS NOW CALLED

PAR

REG. U. S. PAT. OFF.

Made from
GOLDEN PAPAYA MELONS

Contains
NATURAL VITAMIN A
Plus a
NATURAL DIGESTIVE AID

ON SALE HERE



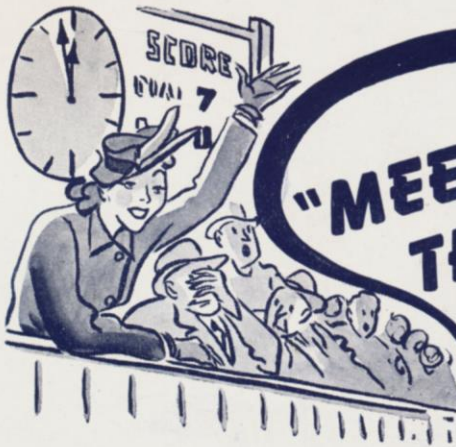
Here is what Giants Did Last Season



Just to refresh your memory,
here is the record of the New York
Giants for the 1940 season:—

Won 6 — Lost 4 — Tied 1

New York		Opponents
10	at Pittsburgh	10
7	at Washington	21
20	at Philadelphia	14
17	Philadelphia	7
12	Pittsburgh	0
21	Chicago Bears	37
10	at Brooklyn	7
0	Cleveland	13
7	Green Bay	3
21	Washington	7
6	Brooklyn	14
<hr/> 131		<hr/> 133



**"MEET ME AT
THE ASTOR"**



COLUMBIA ROOM

Harold Nagel and his Orchestra

BROADWAY COCKTAIL LOUNGE

Dick Kuhn and his Orchestra

ASTOR BAR ★ HUNTING ROOM

Hotel Astor

TIMES SQUARE · NEW YORK

Coming Here with Brooklyn!

Don't Miss Dec. 7 Game



ACE PARKER
Marvel Back



PUG MANDERS
Slashing Fullback

FOR the Giants — and for the Dodgers, as well — the National League season will end on December 7 at the Polo Grounds. That afternoon they will meet for the second time this season. And the Maramen will be out to avenge their early setback at Ebbets Field. It is conceivable that in the December 7 battle, the leadership of the Eastern Division of the National League will be determined. It is quite likely that out of this contest will go the team that will play the Western leader for the American professional championship, in the West. In Parker, the Dodgers have a one-man ball team. He was All-America at Duke. Manders is a smashing 200-pound fullback who made his mark in college competition at Drake. It would be well not to delay getting tickets for the December 7 battle.

What Giants Have Done In National League Races

Year	Won	Lost	Tied	Pts.	Opp. Pts.
1925	8	4	0	119	65
1926	8	4	0	133	38
1927	11	1	1	172	20
1928	4	6	2	73	129
1929	12	1	1	298	77
1930	13	4	0	308	98
1931	6	6	1	133	90
1932	4	6	2	93	113
1933	11	3	0	244	101
1934	8	5	0	147	107
1935	9	4	0	179	96
1936	5	6	1	115	163
1937	6	3	2	128	109
1938	9	2	1	194	79
1939	9	1	1	168	85
1940	6	4	1	131	133
Totals	129	60	13	2635	1503

Winning Percentage .683.

1927—National League Champions.

1933—Eastern Champions, beaten 23-21 by Bears in Chicago playoff.

1934—National League Champions, victors 30-13 over Bears in playoff.

1935—Eastern Champions, beaten 26-7 by Lions in Detroit playoff.

1938—National League Champions, victors over Green Bay 23-16, in playoff.

1939—Eastern Champions, beaten by Green Bay, 27-0, in Milwaukee playoff.

Note—The 308 points scored in 1930 constitutes a league record for high scoring in one season and the defensive mark of only 20 points scored against the Giants in 1927 is a league mark also.

Note—In games at the Polo Grounds the Giants went into 1941 with a winning percentage of .750. They had lost only 26 of 106 games in fifteen years. Seven of these home defeats were inflicted by the Chicago Bears.

GIANTS' ALL-TIME SCORING LEADERS

(Including 1933, 1934, 1935, 1938 and 1939 Playoff Games)

Player	College	Yrs.	Touch.	Pts.	Touch.	F.G.	Total Pts.
Ken Strong, New York U.....		'33-'35, '39	16	44	18		194
Ward Cuff, Marquette		'37, '39, '40	10	35	20		155
Dale Burnett, Emporia Teachers		'30-'39	25	4	0		154
Jack McBride, Syracuse		'25-'28, '32	12	37	6		127
Kink Richards, Simpson		'33-'39	19	5	1		122
Hinkey Haines, Penn State		'25-'28	19	3	0		117
Len Sedbrook, Oklahoma City		'29-'31	18	0	0		108
Hap Moran, Carnegie Tech.		'29-'32	14	11	1		98
Ray Flaherty, Gonzaga		'29, '31-'34	15	1	0		91
Harry Newman, Michigan		'33-'35	9	13	2		85
Tuffy Leemans, Geo. Washington		'36-'39, '40	13	0	0		78
Tony Plansky, Georgetown		'26-'30	9	2	2		62
Jack Hagerty, Georgetown		'26-'30	10	0	0		60

Difference in Rules Between Professional and Collegiate Football



The National Football League Rules Committee has made several changes in the rules for 1941, the most important of which reduces the penalty for clipping from 25 yards to 15 yards. Another important change prevents a team, incurring a penalty, from being penalized more than half the distance to the goal when the penalty is enforced in the field of play.

In professional football, the goal posts are on the goal lines; in collegiate, ten yards back of the goals on the end lines.

In professional football, passes may be thrown from any point behind the line of scrimmage. In collegiate football, they must be thrown from any point at least five yards behind the line of scrimmage.

Professional football does not recognize the "dead ball" rule. In collegiate football if any portion of the ball-carrier's body, excepting his hands or feet, touches the ground the ball is dead at that point. This is not so in professional football.

In professional football the defensive team may recover and advance the ball on fumbles, except where a backward pass has been attempted, or a punt is being received.

Flying blocks and flying tackles are permitted in the professional game.

Professional substitute players may communicate with their teammates immediately upon entering the game. College players must wait one play before communicating.

In professional football the offside penalty on the defense within the ten-yard limit is loss of half the distance to the goal, instead of five yards as in the college game.

In professional football defensive players are permitted wider latitude in the use of open hands on opposing players' necks and head without penalty. This rule prohibits striking but does allow the use of hands to force offensive blockers off balance.

In professional football a team is allowed to substitute in the fourth quarter only at the most three players who have previously played in the same quarter. This is not allowed under college players.

The official football timing watch for

Giants vs Cleveland

Longines

THE WORLD'S MOST HONORED WATCH

Longines Watches, appointed official timepiece for this football game, were also used for official timing for the 1941 A.A.U. and I.C. 4 A Track Championships, the National A.A.U. Men's and Women's Swimming Championships, and many other important sports events. Longines Watches were selected as exclusive official timepiece for the 1940 Olympics. Among many associations which have chosen Longines Watches as official timepiece are National Aeronautic Association, American Automobile Association, and U. S. Polo Association.

Other honors bestowed upon Longines Watches for accuracy and elegance include 10 world's fair grand prizes and 28 gold medal awards. Throughout the world, no other name on a watch means so much as Longines, *The World's Most Honored Watch.*

Watches of accuracy and elegance by Longines

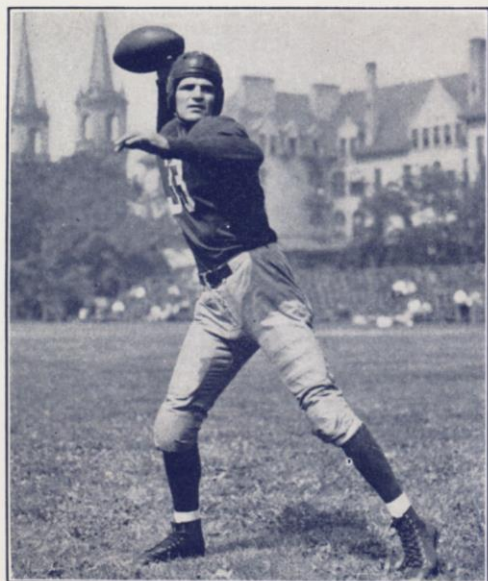


The skill, experience and workmanship necessary for the construction of Longines Watches for precision timing, aviation and navigation are reflected in the greater accuracy of every Longines Watch at any price. Longines jewelers show Longines personal watches of distinction from \$40 upward; also Wittnauer Watches from \$24.75, products of—

LONGINES-WITTAUER WATCH CO.,
INC.

580 Fifth Avenue, New York, N. Y.

Redskins Head for Harlem

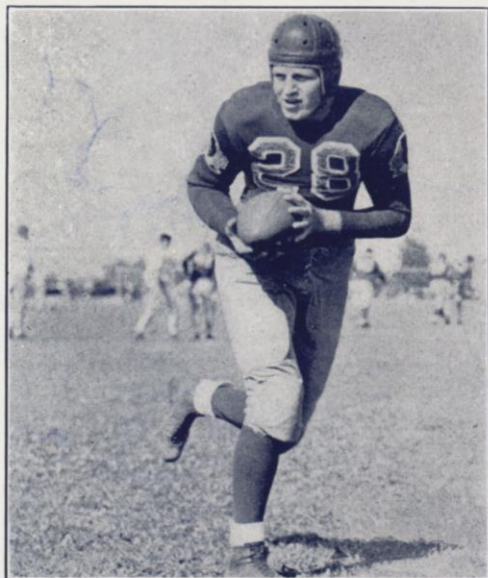


SAMMY BAUGH
Master Passer

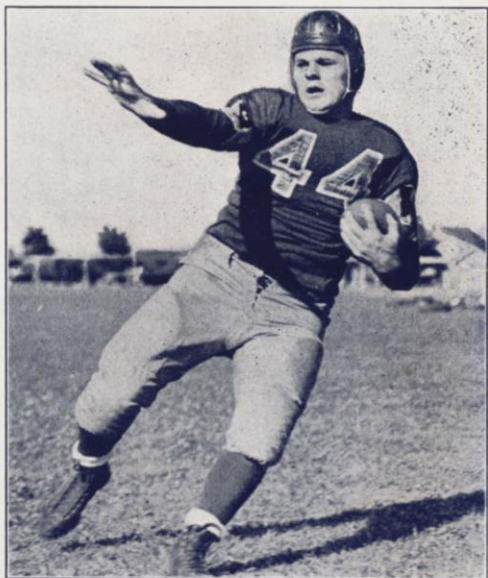


WILBUR MOORE
Minnesota Star

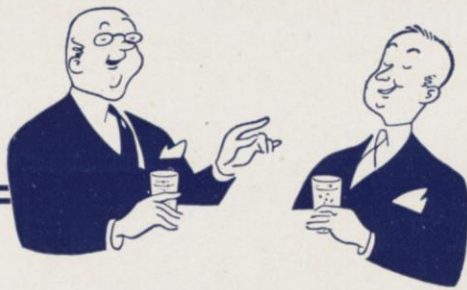
Don't miss those colorful Washington Redskins next Sunday at the Polo Grounds. Win, lose or draw, that football club puts on one of the most interesting shows the great gridiron game affords. There is Slingin' Sammy Baugh, one of the finest passers football has developed. Farkas is a breakaway runner whose skill has been a feature of the National League season. Moore, in his third season with George Marshall's outfit is as adroit as ever. And Masterson, who came to the capital from Miami U., is known as one of the most successful pass receivers professional football has brought out.



BOB MASTERSON
Snags Pitches



ANDY FARKAS
Grand Comeback



After the game... ENJOY THE BUBBLE DANCE!

PLEASE DON'T KNOCK ANYBODY DOWN getting to the exit, but at the nearest grill or night spot there's a little treat in store for you.

It's the bubble dance inside every sparkling drop of... but

DON'T FLIP THIS PAGE... we've another secret to tell you.

This titillating treat won't cost you one red cent more than the rather ordinary mixer you might get if you just look meek when you give your order.

SO WHY CHEAT that nice palate of yours out of a good time? Give it a break—let it utter: “— and Canada Dry Water” or “— and Canada Dry Ginger Ale, please.”

Pin-point carbonation, you know.

ON THE WAGON? “The Champagne of Ginger Ales” will make things a lot easier.

CANADA DRY

SPARKLING WATER • GINGER ALE

For quick refreshment right now—call the boy!
Canada Dry products sold here.



After a **P**erfect day

Packed with **P**unts and **P**asses

Take time out for a few

Mellow **M**oments for **M**ild

pm
DE LUXE

*Blended
Whiskey*



Rye
or
Bourbon

National Distillers Products Corporation, New York. 90 Proof. 49% grain neutral spirits.



THE SMOKE OF SLOWER-BURNING CAMELS CONTAINS

28% Less Nicotine

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of *the smoke itself*

• BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus equal*, on the average, to

5
EXTRA SMOKES
PER PACK!



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

Camel

—THE CIGARETTE
OF COSTLIER TOBACCOS

BLANCHARD PRESS, NEW YORK