

INSTEAD.

The sun is over the yardarm, and you're about to have "the usual." But it's the kind of day for something special. So you have Campari & Bitter Lemon instead.

A long, cool drink of Campari & Bitter Lemon makes a satisfying light drink before the mast or after a swim. It's perfect before lunch or dinner.

That unique, tongue-tingling flavor of Campari is a nice change of pace from the drink you ask for out of habit. Soon you may even find yourself getting into a new habit: having Campari instead.



Campari & Bitter Lemon... pour a jigger (1½ oz.) of Campari over ice in a tall glass. Fill with Schweppes Bitter Lemon. Add twist of lemon, if desired.

CAMPARI & BITTER LEMON

IMPORTED, PREPARED AND BOTTLED BY
AUSTIN, NICHOLS & CO., LAWRENCEBURG, KY
48 PROOF BITTER LIQUEUR.

"DIPLOMAT. THAT FIENDISHLY SEDUCTIVE NEW CAR BY DODGE."



**\$5522 as shown. More seductive luxury than you ever dreamed of...
in a manageable new size from Dodge.**

The look is classic. Sculptured. Strong.
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Its smoothness and substance belie Diplomat's



manageable size and nimble wheelbase.

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to fit the body.

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The Diplomat. By Dodge.

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