

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. Underway, the car is assured. Solid. Its smoothness and substance belie Diplomat's



manageable size and nimble wheelbase.

Inside, Diplomat's optional seating fills the air with the heady smell of real leather.

The seats are very thick. Subtly contoured to fit the body.

You are confronted by beautifully simple, very complete instrumentation. You are surrounded by a wealth of fine touches and elegant appointments.

The smooth V8 is standard. As are power brakes, power steering, and automatic transmission. The Diplomat. By Dodge.

It's very new. It's very seductive. It's available in both standard Diplomat models and more luxurious Medallion models. And it's ready right now to be bought or leased. At your Dodge Dealer's.

Diplomat. A fiendishly seductive new car by Dodge.



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